



# Rockville 2008 Citizen Survey

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## Report of Results



## Preface

The City of Rockville welcomes the opportunity to hear from residents regarding their community. The 2008 Citizen Survey, the fifth in a series of such surveys conducted since 2001, is one way we make sure we know what residents think about local government and the quality of life in Rockville. The survey serves as a consumer score card by letting us know what residents think is working well and what is not in City service delivery. The survey also permits Rockville residents to make judgments about the quality of life here, and to indicate what they like about and what can improve in our community. The results of the survey comprise a major component of Rockville's work to measure performance, and also are intended for use in planning and resource allocation. We appreciate the responses given by those who participated in the survey. We hope that you will find these results interesting and useful.

The Rockville Citizen Survey is comprehensive, covering many topics related to life in this community. Much of the body of the report of results is organized around the seven Mayor and Council vision priorities set in January of 2008. These are:

- Distinct Neighborhoods, One City
- A Cultural Destination
- Green City
- Quality Built Environment
- Exceptional City Services
- Economic Development and Sustainability
- Community Engagement

In addition to highlighting questions related to these seven priorities, the report dedicates one section to additional comments offered by City of Rockville residents. Most of the quality of life, sense of safety and community characteristic ratings can be found in the sections titled *Distinct Neighborhoods, One City* and *Quality Built Environment*. Most City service ratings can be found in the section titled *Exceptional City Services*. Ratings related to transportation and development are in the sections titled *Quality Built Environment* and *Economic Development and Sustainability*.

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# Executive Summary

## Summary of Comparisons

The City of Rockville elected to have their results compared to those of other jurisdictions around the nation. These comparisons are made possible through National Research Center's national benchmark database, which contains resident perspectives gathered in citizen surveys from approximately 500 jurisdictions, including cities and counties. Where comparisons are available, Rockville results are noted as being "above" the benchmark, "below" the benchmark or "similar to" the benchmark. This evaluation of "above," "below" or "similar to" comes from a statistical comparison of Rockville's rating to the benchmark. (For more information, please see the *Understanding the Results* section in the full report.)

Evaluated against the benchmark comparisons, the following items were:

|                          |  |  |   |
|--------------------------|--|--|---|
| Above the benchmark      | <ul style="list-style-type: none"> <li>Overall quality of your neighborhood</li> <li>Rockville as a place to raise children</li> <li>Sense of community</li> <li>Openness and acceptance of the community toward people of diverse backgrounds</li> <li>Opportunities to attend cultural or arts events</li> <li>Overall quality of life in the City of Rockville</li> <li>Overall appearance of Rockville</li> <li>Ease of travel in Rockville by bicycle</li> <li>Ease of travel in Rockville by transit</li> <li>Ease of travel in Rockville by car</li> <li>Quality of new residential development</li> <li>Quality of new commercial development</li> </ul> | <ul style="list-style-type: none"> <li>Appearance of City parks</li> <li>Enforcement of traffic laws</li> <li>City of Rockville's water and sewer services</li> <li>Residential property maintenance code enforcement</li> <li>Building permit process</li> <li>Overall quality of services in Rockville</li> <li>Refuse collection</li> <li>Recycling services</li> <li>Street repairs and maintenance</li> <li>Snow and ice removal</li> <li>Street sweeping</li> <li>Sidewalk maintenance</li> <li>Recreational programs</li> <li>Recreation centers</li> <li>Athletic fields</li> <li>Playgrounds</li> <li>Range of activities available in parks and recreation centers and facilities</li> </ul> | <ul style="list-style-type: none"> <li>Services to youth</li> <li>The Rockville Channel programming</li> <li>The City of Rockville's Web site</li> <li>Crime prevention efforts</li> <li>Frequency of use of a Rockville recreation center</li> <li>Knowledge</li> <li>Overall customer service</li> <li>Receive good value for City taxes I pay</li> <li>Pleased with overall direction of City government</li> <li>City government welcomes citizen involvement</li> <li>Recommend living in Rockville to someone</li> <li>Rockville Senior Center programs and services</li> </ul> |
| Similar to the benchmark | <ul style="list-style-type: none"> <li>Rockville's natural environment</li> <li>Ease of travel in Rockville by walking</li> <li>Commercial property maintenance code enforcement</li> <li>Leaf pick-up</li> <li>Street lighting</li> </ul>   | <ul style="list-style-type: none"> <li>Safety of parks and recreation centers and facilities</li> <li>City of Rockville drinking water quality</li> <li>Overall City of Rockville police services</li> </ul>   | <ul style="list-style-type: none"> <li>Courtesy</li> <li>Responsiveness</li> <li>Follow-up (got back to you or took action if needed)</li> <li>Access to affordable quality housing</li> </ul>  |
| Below the benchmark      | <ul style="list-style-type: none"> <li>Rockville as a place to retire</li> <li>Walking alone in your neighborhood during the day</li> <li>Walking alone in your neighborhood after dark</li> </ul>   | <ul style="list-style-type: none"> <li>Walking alone in business areas in Rockville during the day</li> <li>Walking alone in business areas in Rockville after dark</li> <li>Frequency of use of a Rockville park</li> </ul>   | <ul style="list-style-type: none"> <li>Frequency of participation in a Rockville recreation program</li> <li>Had contact with a City employee in the last 12 months</li> </ul>  |

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## ***Survey Background***

The City of Rockville collects data to measure performance, assess potential improvements and compare performance over time. An important part of the City's performance management is to collect feedback directly from our customers. The City is committed to continually improving its services and programs to residents and has created performance measures for all of its major services. The City contracted with National Research Center, Inc. (NRC) to conduct the 2008 City of Rockville Citizen Survey.

The 2001 Rockville Citizen Survey was the instrument used to gather the resident perception data needed for the City's performance measures. Since 2001, a Citizen Survey has been conducted biennially to continue to measure resident opinion and monitor trends. These results are part of a data-driven accountability system to improve the organizational efficiency and effectiveness of the City government.

The five-page City of Rockville 2008 Citizen Survey was mailed to 2,000 randomly selected households, of which approximately 4% were vacant. Completed surveys were obtained from 837 community residents, for a response rate of 44%; similar to the response rate in 2007 (44%). The 95% confidence interval (also referred to as "the margin of error") was three percentage points around any given percent and two points around any average score. Surveys were completed in languages other than English including Spanish, Chinese, Korean, Russian and Vietnamese.

Survey participants were asked to rate the quality of life in the City, the community's amenities and local government. The questionnaire also included items pertaining to issues facing the community.

Although responses to many of the evaluative questions were made on a four-point scale with four representing the highest rating (usually "excellent") and one the lowest (usually "poor"), many of the results in this summary are converted to a common scale where zero is the lowest possible rating and 100 is the highest possible rating. If everyone reported "excellent," then the result would be 100 on the 100-point scale. Likewise, if all respondents gave a "poor" rating, the result would be zero on the 100-point scale. An average rating of 67 is equivalent to "good," and 33 is "fair." Use of this converted scale to show average ratings allows for comparison to other jurisdictions, where different question wording and response scales may have been used.

Because Rockville has administered a resident survey previously, where available, comparisons could be made between 2008 responses and those from prior years. Rockville's results also were compared to those of other jurisdictions around the nation. These comparisons were made possible through NRC's national benchmark database. This database contains resident perspectives gathered in citizen surveys from approximately 500 jurisdictions.



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## Survey Findings

Overall, results remained stable from 2007 to 2008 with some improvements. Responses to the 2008 survey generally were positive and were higher than ratings given by residents in other jurisdictions across the United States.

### Distinct Neighborhoods, One City

- Rockville residents were mostly pleased with different aspects of their quality of life and community.
  - ★ The quality of neighborhoods and Rockville as a place to raise children received average ratings above “good” (71 and 74 on the 100-point scale, respectively). Rockville as a place to raise children was rated higher in 2008 than in 2007. Rockville as a place to retire was rated between “good” and “fair” on the 100-point scale (53).
  - ★ The openness and acceptance of the community toward people of diverse backgrounds was given a rating of 69, or “good,” and sense of community received a rating slightly below “good” (59). These ratings remained stable from 2007 to 2008.
- For the most part, respondents reported feeling safe in Rockville.
  - ★ Respondents felt safer walking alone in their neighborhood and in business areas during the day (84 on the 100-point scale and 83, respectively) than they did crossing the street (65), and walking alone in their neighborhood and in business areas after dark (61 and 58, respectively). However, when comparisons for safety ratings were available, they were below the national benchmark.
  - ★ Although ratings of safety in 2008 were similar to those given in 2007, feelings of safety in their neighborhood at night and during the day and in business areas during the day had declined somewhat over time.
  - ★ Residents living east of Route 355 gave much lower ratings to safety than did those living in the other areas of the city; ratings were particularly lower than those living west of I-270.

### A Cultural Destination

- Overall, residents gave positive evaluations to opportunities to attend cultural or arts events and City-sponsored special events and a majority participated in City-sponsored events.
  - ★ Eighty percent or more of respondents said opportunities to attend cultural or arts events and City-sponsored special events were “excellent” or “good” (80% and 86%, respectively).
  - ★ Comparisons to the national benchmark were available for opportunities to attend cultural or arts events, which was rated higher than the nation, and was rated higher in 2008 than in 2007.
  - ★ Three-quarters of respondents had participated in a City-sponsored event at least once in the last 12 months, with about one-third attending an event three to 12 times.

### Green City

- Survey respondents gave positive assessments to Rockville’s environment.
  - ★ New to the 2008 survey were questions about the quality of Rockville’s natural environment and the environmental protection and sustainability initiatives in

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- Rockville, which were evaluated as “excellent” or “good” by three-quarters of respondents (72% and 74%, respectively).
- ★ Ratings of Rockville’s natural environment were similar to ratings given by residents in other jurisdictions across the country. Residents living between Route 355 and I-270 gave lower ratings to Rockville’s natural environment than those living in other areas of the city.

## Quality Built Environment

- The overall quality of life in Rockville and the overall appearance of the City received favorable ratings.
  - ★ The average rating given to the overall quality of life in the city was 76 on the 100-point scale or between “good” and “excellent,” which was similar to ratings given in 2007 and higher than ratings given by residents in other cities and counties across the country.
  - ★ Eight in 10 respondents said the overall appearance of Rockville was “excellent” or “good,” which was higher than the national benchmark and higher than ratings given by Rockville residents in 2007.
- Residents felt travel in Rockville was good.
  - ★ Ratings for ease of travel in Rockville by transit, car, bicycle and walking were between “good” and “fair” on the 100-point scale. All ratings were above the national benchmark, except for ratings for ease of walking which was similar to the benchmark.
  - ★ Residents living west of I-270 were more likely to give favorable ratings to the ease of travel by car than were those living in other areas of the city. Respondents living between Route 355 and I-270 were more likely to give lower ratings to the ease of travel by bicycle than were those residing in other parts of the city.
- The quality of new development and property maintenance ratings remained stable.
  - ★ The quality of new residential development and the quality of new commercial development were assessed as “good” or better by two-thirds of residents. Both of these ratings were higher than ratings given by residents in other jurisdictions across the nation.
  - ★ The quality of residential and commercial property maintenance code enforcement and the building permit process received average ratings between “good” and “fair.” Residential property maintenance code enforcement and the building permit process were given ratings above the national benchmark and commercial property maintenance code enforcement was similar to the benchmark.
  - ★ Residents living west of I-270 were more likely to give favorable ratings to the quality of new residential and commercial development than were those living in other areas of the city. Residents living east of Route 355 were more likely to give less favorable ratings to residential property maintenance code enforcement than were those living in other areas in the city.

## Exceptional City Services

- Respondents were satisfied with the overall quality of City services.
  - ★ Eighty-eight percent of respondents rated the overall quality of City services as “excellent” or “good,” which is higher than ratings given in other jurisdictions across the nation.

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- ★ Those residing west of I-270 were more likely to give positive ratings to the overall quality of City services than were those living in other areas of the city.
- A majority of City services were rated at or above “good” on the 100-point scale.
  - ★ Seventeen services received ratings between 64 and 75 points and none of the services received a rating under 50, which is between “good” and “fair.”
  - ★ Nineteen of the 24 services available for comparison were above the national benchmark, five were similar and none of the services were below.
  - ★ In 2008, playgrounds was the only service that received a higher rating than in 2007 (69 points versus 63, respectively). No service received ratings in 2008 that were statistically significantly lower than ratings in 2007.
  - ★ Overall, residents living east of Route 355 were more likely to give lower ratings to City services than were those living in other areas of the city.
- Rockville parks, recreation centers and recreation programs continue to be used regularly by residents.
  - ★ Most respondents reported (83%) using a Rockville park at least once in the last 12 months. About half or more residents had used a recreation center (60%) and a recreation program (46%).
  - ★ When compared to the frequency of use by residents in other jurisdictions across the country, use of Rockville recreation centers was higher than the national benchmark. Rockville residents’ use of parks and participation in recreation activities was below the national benchmark.
  - ★ Use of and participation in Rockville parks and recreation facilities and programs has remained stable from 2007 to 2008, but has increased over the surveying period.
- Generally, Rockville residents are happy with their communications with City employees.
  - ★ About half of respondents had contact with a City employee in the last 12 months. All ratings of employees were “good” or better except for follow-up, which received an average rating just below “good.” All ratings of employee characteristics remained stable from 2007 to 2008.
  - ★ Employee knowledge and the overall customer service received ratings higher than the nation and employee courtesy, responsiveness and follow-up were similar to the national benchmark.

## Economic Development and Sustainability

- Residents gave low ratings to access to affordable housing in Rockville.
  - ★ Although access to affordable housing received an average rating of 37, or just above “fair” on the 100-point scale, this rating was similar to the national benchmark and to the rating given in 2007.
  - ★ When compared by geographic area, residents in each of the three areas gave similar ratings to access to affordable housing.
- Rockville’s location and neighborhoods are what residents like most about living in Rockville and a majority of survey respondents would recommend living in or visiting Rockville to someone.
  - ★ When selecting what they liked most about living in the city, most residents mentioned location (46%) and neighborhoods (15%). This was a new question on the 2008 survey.

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- ★ About half of respondents said they would be “very” likely to recommend living in Rockville to a friend, family member or colleague (52%) or visiting Rockville to someone who does not live in the city (46%).

## Community Engagement

- Overall, respondents said they trust the local government.
  - ★ Most respondents “agreed” with the four statements regarding public trust.
  - ★ Three of the four ratings of public trust could be compared to the benchmark database and all three statements were rated above the national benchmark. Where comparisons were available by year, 2008 ratings were similar to those given in 2007.
- City Web site usage continued to increase while The Rockville Channel viewership declined.
  - ★ Two-thirds of respondents (68%) reported visiting the City’s Web site in the last 12 months and one-third (35%) said they watched programming on The Rockville Channel.
- Generally, residents felt they received enough information from the City.
  - ★ About 60% or more residents said they received “enough” information about each of the 14 government functions or activities listed, although some residents would like more information about construction projects, land use planning and development and City of Rockville budget information.
  - ★ A majority of residents reported getting most or a lot of their information about the City government from *Rockville Reports* (59%) and *The Rockville Gazette* (54%). Although it was the most used source, fewer residents in 2008 than in 2007 reported using Rockville Reports for most or a lot of their information (59% versus 66%).

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## Survey Background

The City of Rockville's 2008 Citizen Survey provided an opportunity for a representative sample of residents to rate their satisfaction with the quality of life in the City, the community's amenities and with local government. The City of Rockville contracted with National Research Center, Inc. (NRC) to conduct the 2008 Citizen Survey. The City of Rockville collects data to measure performance, assess potential improvements and compare performance over time. An important part of the City's performance management is to collect feedback directly from its customers. The City is committed to continually improving its services and programs to residents and has created performance measures for all of its major services. The results of this survey are part of a data-driven accountability system to improve the organizational efficiency and effectiveness of the City government.

The City of Rockville conducted its first Citizen Survey for this effort in 2001, with subsequent implementations every two years. The 2008 Citizen Survey represents the fifth time the survey has been undertaken. The questionnaire results more often tell the City and its residents how residents feel about the services provided, but not why they feel that way. Knowing what the City of Rockville residents think about service delivery provides a score card on City performance. Periodic sounding of resident opinion builds an important trend line from which to understand the impact of policies and programs and make course corrections as needed.

## Understanding the Results

### Survey Administration

Following the mailing of a pre-survey notification postcard to a random sample of 2,000 Rockville households, surveys were mailed to the same residences approximately one week later. A reminder letter and a new survey were sent to the same households two weeks after the postcard. Finally, one week after the reminder letter and survey, a reminder postcard was sent. Of the mailed postcards, about 5% were undeliverable because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Completed surveys were received from 837 residents, for a response rate of 44%. This is an excellent response rate (in general, response rates obtained on mailed resident surveys range from 25% to 40%) and in sum or in part may be due to the added reminder postcard sent as a fourth contact or to reducing the number of pages in the 2008 survey.

Survey results were weighted so that age, gender and housing unit type (i.e., detached versus attached) were represented in the proportions reflective of the entire community. (For more information on the survey methodology, see *Appendix V: Survey Methodology*. A copy of the questionnaire and mailing materials are included in *Appendix VII: Survey Materials*.)

### Reaching Non-English Speaking Residents

The cover letter and survey were written in English. However, the cover letter included a sidebar with a paragraph in five languages (Spanish, Chinese, Vietnamese, Korean and Russian) that described the contents of the packet and provided a phone number to call if the resident wanted to receive the survey in another language, or to get assistance in completing the survey.

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Language translation services were subcontracted by the City of Rockville. A call center was available during the day to take calls from non-English speaking residents and a voice mail box was created for each of the five languages to receive calls after hours. In total, 91 calls were received and 73 translated surveys were sent to these residents. Fifteen people requested additional help by phone to complete the translated surveys. (More information on outreach to non-English speakers can be found in *Appendix V: Survey Methodology*.) In total, 22 surveys were completed in languages other than English.

## Precision of Estimates

It is customary to describe the precision of estimates made from surveys by a “level of confidence” (or margin of error). The 95 percent confidence level for this survey of 837 residents is generally no greater than plus or minus three percentage points around any given percent reported for the entire sample.

## Putting Evaluations Onto a 100-point Scale

Although responses to many of the evaluative questions were made on a four-point scale with four representing the best rating and one the worst, many of the results in this summary are reported on a common scale where zero is the worst possible rating and 100 is the best possible rating. If everyone reported “excellent,” then the result would be 100 on the 100-point scale. Likewise, if all respondents gave a “poor” rating, the result would be zero on the 100-point scale. If the average rating for quality of life was “good,” then the result would be 67 on a 100-point scale; “fair” would be 33 on the 100 point scale. The 95 percent confidence interval around an average score on the 100-point scale will be no greater than plus or minus two points based on all respondents. Use of this converted scale to show average ratings allows for comparison to other jurisdictions, where different question wording and response scales may have been used.

## Comparing Survey Results

Because this survey was the fifth in a series of citizen surveys, the 2008 results are presented along with past ratings when available. Differences between years, as presented in the body of the report, can be considered “statistically significant” if they are greater than five points. Trend data for Rockville represent important comparisons and should be examined for improvements or declines. Deviations from stable trends over time especially represent opportunities for understanding how local policies, programs or public information may have affected residents’ opinions.

National benchmark comparisons also have been included in the report when available (jurisdictions to which Rockville was compared nationally can be found in *Appendix VI: Jurisdictions Included in Benchmark Comparisons*). Select survey results were compared by demographic characteristics of survey respondents and geographic area of residence.

Comparisons by geographic area are displayed in graphical form and discussed throughout the body of the report (the full set of results by location and demographic characteristics can be found in *Appendix II: Survey Results by Location within Rockville* and *Appendix III: Survey Results by Demographic Subgroups*.)



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### ***Special Chart Markings***

Special markings have been used to indicate where comparisons are statistically significantly different, or to call attention to particular information about the figures shown.

Double asterisks (\*\*) have been used to show where differences between results in 2008 and 2007 are statistically significant (six or more points for average ratings given by all respondents and five or more percentage points).

Statistically significant differences between subgroups of survey participants in 2008 are shown with a double dagger (§). Inferential statistical tests (anova or chi-square) were used to determine whether these differences were “statistically significant” ( $p < 0.05$ ). In addition, items for which more than 20% of survey respondents gave a “don’t know” answer are marked with a single dagger (†). One minor note: due to rounding, the reader may find that some percents do not add exactly to 100%.

### **Comparing to Other Survey Results**

On a school report card, an “A” mark is usually a 90 or above. Few local government services ever receive ratings as high as 90 on the 100-point scale, in part, because across the U.S., residents are tougher graders than teachers or school outcomes tend to be better than government service delivery. Certain kinds of services tend to be thought better of by residents in many communities across the country. For example, police protection tends to be better received than pothole repair by residents of most American cities. Where possible, the better comparison is not from one service to another in Rockville, but from Rockville services to services like them provided by other jurisdictions. This way we can better understand if “good” is good enough for Rockville service evaluations.

### ***National Normative Database***

The principals of NRC have been leading the strategic use of surveys for local governments since 1991, when they wrote the first edition of what became the classic text on citizen surveying. In *Citizen Surveys: How to do them, how to use them, what they mean*, published by the International City/County Management Association (ICMA), they not only articulated the principles for quality survey methods, they pioneered both the idea of benchmark data for citizen opinion and the method for gathering benchmark data. They called it, “In Search of Standards,” and argued for norms. “What has been missing from a local government’s analysis of its survey results is the context that school administrators can supply when they tell parents how an 80 percent score on the social studies test compares to test results from other school systems...”

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC principals have innovated a method for quantitatively integrating the results of surveys that they have conducted with those that others have conducted. They have described our integration methods thoroughly in *Public Administration Review*, *Journal of Policy Analysis and Management* and in their first book on conducting and using citizen surveys. Scholars who specialize in the analysis of citizen surveys regularly have relied on our work (e.g., Kelly, J. & Swindell, D. (2002). Service quality variation

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across urban space: First steps towards a model of citizen satisfaction, *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Citizen Index Model to New York City, *Public Administration Review*, 64, 331-341). The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in the NRC proprietary databases.

NRC's work on calculating national norms for resident opinions about service delivery and quality of life won the Samuel C. May award for research excellence from the Western Governmental Research Association.

### ***The Role of Comparisons***

Benchmark comparisons are used by jurisdictions to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions and to measure local government performance. It is difficult to know what is small or large without comparing. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up "good" citizen evaluations, it is important to know how others rate their services to understand if "good" is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. There are more important and harder questions to ask: how do residents' ratings of fire service compare to opinions about fire service in other communities?

A police department that provides the fastest and most efficient service – one that closes most of its cases, solves most of its crimes and keeps the crime rate low – still has a problem to fix if the residents in the city it intends to protect believe services are not very good compared to ratings given by residents in other cities to their own objectively "worse" departments.

The benchmark data can help that police department – or any City department – to understand how well citizens think it is doing. Without the comparative data, it would be like bowling in a tournament without knowing what the other teams are scoring. NRC recommends that citizen opinion be used in conjunction with other sources of data about budget, personnel and politics to help managers know how to respond to comparative results.

Jurisdictions in the benchmark database are distributed geographically across the country and range from small to large in population size. Comparisons may be made to subsets of jurisdictions (within a given region or population category). Most commonly (including in this report), comparisons are made to all jurisdictions. Despite the differences in jurisdiction characteristics, all are in the business of providing local government services to residents. Though individual jurisdiction circumstances, resources and practices vary, the objective in every community is to provide services that are so timely, tailored and effective that residents conclude the services are of the highest quality. High ratings in any jurisdiction, like SAT scores in any teen household, bring pride and a sense of accomplishment.



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***Comparison of Rockville to the Benchmark Database***

Benchmark comparisons have been provided when similar questions on the Rockville survey are included in NRC's database and there are at least five jurisdictions in which the question was asked, though most questions are compared to more than five other cities across the country. Where comparisons are available, Rockville results are noted as being "above" the benchmark, "below" the benchmark or "similar to" the benchmark. This evaluation of "above," "below" or "similar to" comes from a statistical comparison of Rockville's rating to the benchmark.

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## Survey Participants' Profile

The following tables display the demographic characteristics of those responding to the Rockville 2008 Citizen Survey.

**Table 1: Respondent Length of Residency**

| How many years have you lived in Rockville? | Percent of respondents |
|---|------------------------|
| 2 years or less                             | 20%                    |
| 3 to 5 years                                | 15%                    |
| 6 to 10 years                               | 17%                    |
| 11 to 20 years                              | 19%                    |
| 21 years or more                            | 29%                    |
| Total                                       | 100%                   |

**Table 2: Respondent Housing Unit Type**

| What best describes your home? | Percent of respondents |
|--------------------------------|------------------------|
| Detached single-family         | 60%                    |
| Attached                       | 40%                    |
| Total                          | 100%                   |

**Table 3: Respondent Rent or Own**

| Do you rent or own your home? | Percent of respondents |
|-------------------------------|------------------------|
| Rent                          | 30%                    |
| Own                           | 70%                    |
| Total                         | 100%                   |

**Table 4: Internet Access**

| Do you have access to the Internet at home, work or school? | Percent of respondents |
|---|------------------------|
| No  | 7%                     |
| Yes   | 93%                    |
| Total   | 100%                   |

**Table 5: Mode of Internet Access**

| Do you have Internet access through each of the following? | No  | Yes | Total |
|--|-----|-----|-------|
| Dial-up access   | 86% | 14% | 100%  |
| Broadband (DSL, cable modem)                               | 3%  | 97% | 100%  |
| Cell phone/PDA access                                      | 56% | 44% | 100%  |

**Table 6: Household Television Services**

| Does your household subscribe to one of the following television services? | No  | Yes | Total |
|--|-----|-----|-------|
| Cable television service   | 27% | 73% | 100%  |
| Satellite service  | 77% | 23% | 100%  |

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**Table 7: Respondent Ethnicity**

| <b>Are you Spanish/Hispanic/Latino?</b> | <b>Percent of respondents</b> |
|---|-------------------------------|
| Non-Hispanic                            | 90%                           |
| Hispanic                                | 10%                           |
| Total                                   | 100%                          |

**Table 8: Respondent Race**

| <b>What is your race? (Please check all that apply.)</b> | <b>Percent of respondents</b> |
|--|-------------------------------|
| American Indian or Alaskan native                        | 1%                            |
| Asian or Pacific Islander                                | 19%                           |
| Black or African American                                | 5%                            |
| White/Caucasian  | 71%                           |
| Other  | 8%                            |

*\*Total may exceed 100% as respondents were able to select more than one response.*

**Table 9: Do you speak a language other than English at home?**

| <b>Do you speak a language other than English at home?</b> | <b>Percent of respondents</b> |
|--|-------------------------------|
| No, English only   | 63%                           |
| Yes  | 37%                           |
| Total  | 100%                          |

**Table 10: Which language?**

| <b>Which language?</b> | <b>Percent of respondents*</b> |
|------------------------|--------------------------------|
| Persian                | 3%                             |
| Chinese                | 20%                            |
| Spanish                | 23%                            |
| Korean                 | 6%                             |
| Vietnamese             | 1%                             |
| Russian                | 7%                             |
| Other                  | 41%                            |
| Total                  | 100%                           |

*\*Asked only of respondents who said they speak a language other than English at home.*

**Table 11: How well do you speak English?**

| <b>How well do you speak English?</b> | <b>Percent of respondents*</b> |
|---------------------------------------|--------------------------------|
| Very well                             | 60%                            |
| Well                                  | 25%                            |
| Not well                              | 13%                            |
| Not at all                            | 2%                             |
| Total                                 | 100%                           |

*\*Asked only of respondents who said they speak a language other than English at home.*

**Table 12: Respondent Sex**

| <b>What is your sex?</b> | <b>Percent of respondents</b> |
|--------------------------|-------------------------------|
| Male                     | 48%                           |
| Female                   | 52%                           |
| Total                    | 100%                          |

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Table 13: Respondent Age

| In which category is your age? | Percent of respondents |
|--------------------------------|------------------------|
| 18-34                          | 27%                    |
| 35-54                          | 43%                    |
| 55 +                           | 30%                    |
| Total                          | 100%                   |

Table 14: Annual Household Income in 2007

| What was your household's total annual income in 2007? | Percent of respondents |
|--|------------------------|
| Less than \$25,000                                     | 7%                     |
| \$25,000 to \$99,999                                   | 49%                    |
| \$100,000 or more                                      | 43%                    |
| Total  | 100%                   |

Table 15: Presence of Children age 12 or Under in Household

| Do any children 12 or under live in your household? | Percent of respondents |
|---|------------------------|
| No  | 72%                    |
| Yes   | 28%                    |
| Total   | 100%                   |

Table 16: Presence of Teenagers age 13 to 17 in Household

| Do any teenagers aged between 13 and 17 live in your household? | Percent of respondents |
|---|------------------------|
| No  | 85%                    |
| Yes   | 15%                    |
| Total   | 100%                   |

Table 17: Presence of Seniors age 65 or Older in Household

| Are you or any other members of your household aged 65 or older? | Percent of respondents |
|--|------------------------|
| No   | 79%                    |
| Yes  | 21%                    |
| Total  | 100%                   |

Table 18: Voting Behavior

| Did you vote in the November 2007 Mayor and Council election? | Percent of respondents |
|---|------------------------|
| No  | 48%                    |
| Yes   | 42%                    |
| Ineligible to vote  | 8%                     |
| Don't know  | 2%                     |
| Total   | 100%                   |

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**Table 19: Area of Residence**

| <b>Which best describes where you live?</b>                | <b>Percent of respondents</b> |
|--|-------------------------------|
| East of Rockville Pike (MD 355)                            | 28%                           |
| Between Hungerford Drive/Rockville Pike (MD 355) and I-270 | 52%                           |
| West of I-270  | 20%                           |
| Total  | 100%                          |

**Table 20: Language of Survey**

|            | <b>Percent of respondents</b> |
|------------|-------------------------------|
| English    | 97%                           |
| Spanish    | 1%                            |
| Chinese    | 1%                            |
| Korean     | 1%                            |
| Russian    | 0%                            |
| Vietnamese | 0%                            |
| Total      | 100%                          |

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## Survey Results

The Rockville Citizen Survey is comprehensive, covering many topics related to life in this community. The report of results is organized around the seven Mayor and Council vision priorities set in January of 2008. These are:

- Distinct Neighborhoods, One City
- A Cultural Destination
- Green City
- Quality Built Environment
- Exceptional City Services
- Economic Development and Sustainability
- Community Engagement

### ***Distinct Neighborhoods, One City***

The first priority of the Mayor and Council's vision for Rockville in 2020 is Distinct Neighborhoods, One City. Rockville neighborhoods are considered the cornerstone of the city. While each neighborhood is distinct, they unite the community and make the city what it has become over the past few centuries. The 2008-10 Vision Priorities for this goal include:

- ★ Ensure in our planning processes that pedestrian needs are met.
- ★ Develop a Master Plan for bike and pedestrian ways that surveys all signs, crossings, and sidewalks, identifies needed enhancements, and prioritizes the needs.
- ★ Educate and provide operational support to neighborhoods for programming holiday events.
- ★ Undertake an aggressive campaign and lobby the Montgomery County Public Schools to ensure that all Rockville school children are assigned to schools within Rockville.

A number of questions on the survey helped to assess how well Rockville is meeting this priority. Residents were asked to provide their perception of different aspects of quality of life, the sense of community in Rockville and openness of the community towards diversity, and how safe they feel in Rockville.

### **Aspects of Quality Life**

The first set of questions on the survey asked residents to rate several aspects of quality of life in Rockville. More than 8 in 10 respondents felt that the overall quality of their neighborhood and the city as a place to raise children was "excellent" or "good" (see *Table 21*). Fewer residents said that Rockville as a place to retire was at least "good" (55% "excellent" or "good"), with 15% saying it was "poor."

Comparisons of Rockville's ratings for aspects of quality of life were made to all jurisdictions in the benchmark database (for a complete list of cities and counties to which Rockville ratings were compared, see *Appendix VI: Jurisdictions Included in Benchmark Comparisons*). The overall quality of neighborhoods and Rockville as a place to raise children were given ratings above the national benchmark and Rockville as a place to retire received a rating lower than other jurisdictions across the nation (see *Table 21*).

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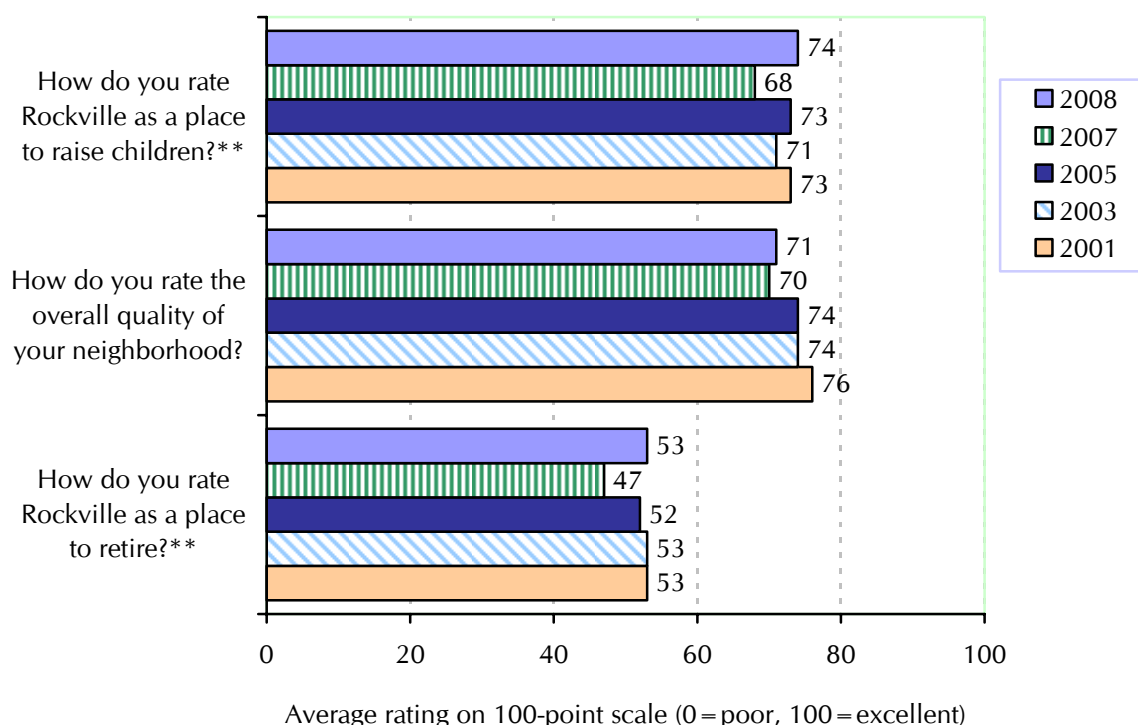
Table 21: Aspects of Quality of Life

| Please rate your quality of life in Rockville.            | Excellent | Good | Fair | Poor | Total | Comparison to benchmark |
|---|-----------|------|------|------|-------|-------------------------|
| How do you rate Rockville as a place to raise children?   | 36%       | 52%  | 10%  | 2%   | 100%  | Above                   |
| How do you rate the overall quality of your neighborhood? | 31%       | 54%  | 12%  | 3%   | 100%  | Above                   |
| How do you rate Rockville as a place to retire?           | 17%       | 38%  | 30%  | 15%  | 100%  | Below                   |

Responses to these questions were converted to a 100-point scale where 0 equals “poor” and 100 equals “excellent” for ease of comparison to previous survey years and to the national benchmarks. The quality of neighborhoods and Rockville as a place to raise children received ratings above “good” (71 and 74, respectively). Rockville as a place to retire was rated between “good” and “fair” on the 100-point scale (53).

In 2008, survey respondents gave higher ratings to Rockville as a place to raise children (74 points in 2008 versus 68 in 2007) and as a place to retire (53 versus 47, respectively).

Figure 1: Ratings of Aspects of Quality of Life Compared by Year

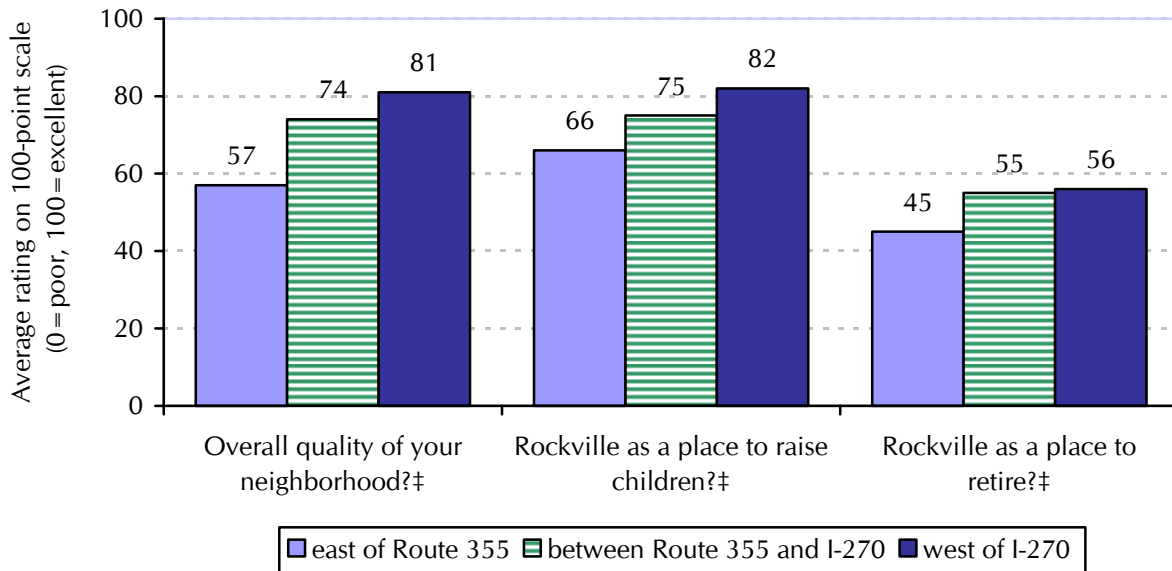


\*\*Denotes a significant difference between 2008 and 2007 responses.

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Comparisons of survey responses were made between three geographic areas within the city. Residents living east of Route 355 were more likely to give lower ratings to each aspect of quality of life than residents living in other areas of the city.

**Figure 2: Ratings of Aspects of Quality of Life Compared by Geographic Area**



‡ Denotes a significant difference between responses given by residents living in different areas of the city



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## Sense of Community and Acceptance of Diversity

Survey respondents were asked to assess the sense of community and the openness and acceptance toward people of diverse backgrounds in Rockville. Eighty percent of respondents said that the community was “excellent” or “good” at accepting people of diverse backgrounds. Two-thirds of residents felt that the sense of community in Rockville was “excellent” or “good.”

Ratings of these community characteristics were compared to the national benchmark and received ratings above the national average.

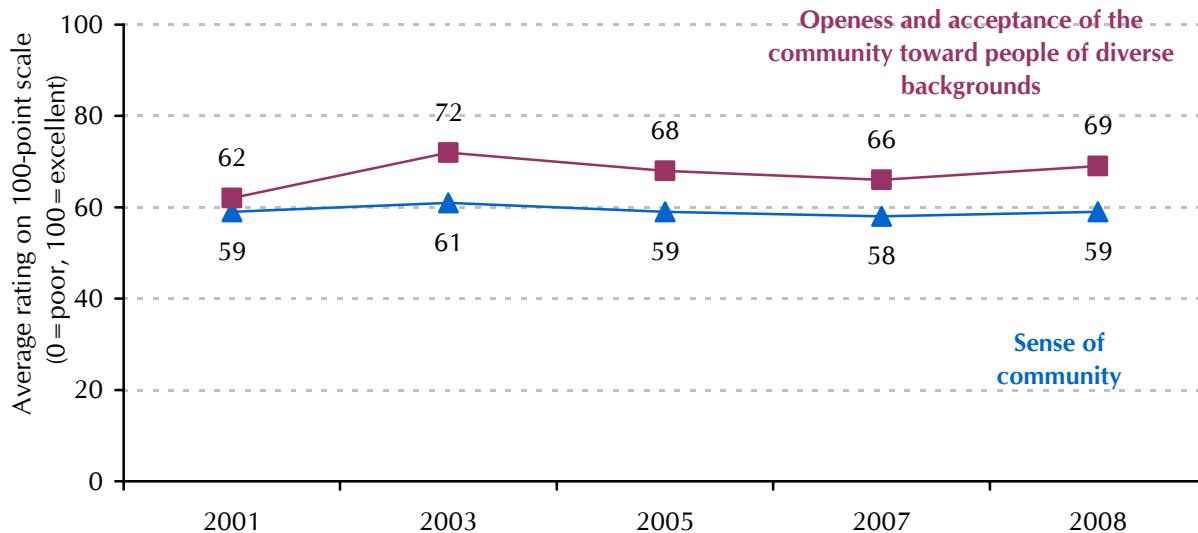
**Table 22: Sense of Community and Acceptance of Diversity**

| Please rate each of the following characteristics of Rockville.               | Excellent | Good | Fair | Poor | Total | Comparison to benchmark |
|---|-----------|------|------|------|-------|-------------------------|
| Openness and acceptance of the community toward people of diverse backgrounds | 28%       | 52%  | 16%  | 3%   | 100%  | Above                   |
| Sense of community  | 16%       | 51%  | 27%  | 6%   | 100%  | Above                   |

When converted to the 100-point scale, the openness and acceptance of the community toward people of diverse backgrounds was given a rating of 69, or “good,” and sense of community received a rating slightly below “good” (59).

Ratings for sense of community and the acceptance toward people of diverse backgrounds remained stable from 2007 to 2008.

**Figure 3: Sense of Community and Acceptance of Diversity Ratings Compared by Year**

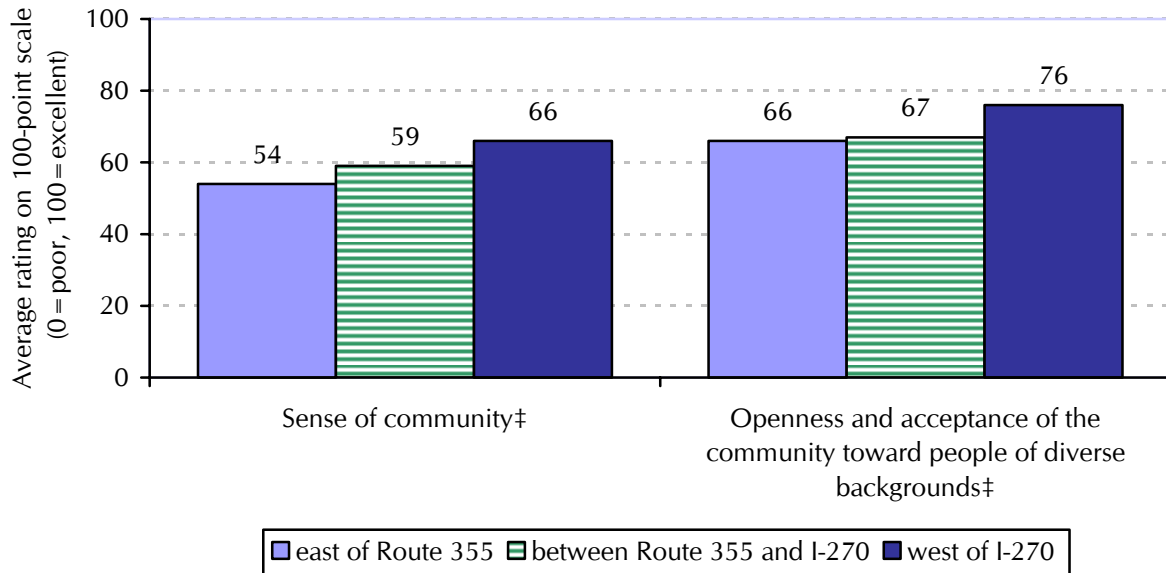


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Residents living west of I-270 were more likely to give positive evaluations to sense of community and the openness and acceptance of the community toward people of diverse backgrounds than those living in other areas of the city.

**Figure 4: Sense of Community and Acceptance of Diversity Ratings Compared by Geographic Area**



‡ Denotes a significant difference between responses given by residents living in different areas of the city

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## Community Safety

The survey asked Rockville residents to rate how safe they felt walking in their respective neighborhood and business areas and crossing the street. About 9 in 10 respondents felt “very” or “reasonably” safe walking alone in their neighborhood and in business areas during the day (87% and 87%, respectively). Sixty-three percent said they felt at least “reasonably” safe crossing the street in Rockville, and about half of residents felt “very” or “reasonably” safe walking alone in their neighborhood and in business areas in Rockville after dark (54% and 49%, respectively).

When compared to safety ratings given by residents in other jurisdictions across the nation, Rockville residents gave ratings below the national benchmark.

**Table 23: Safety in Rockville**

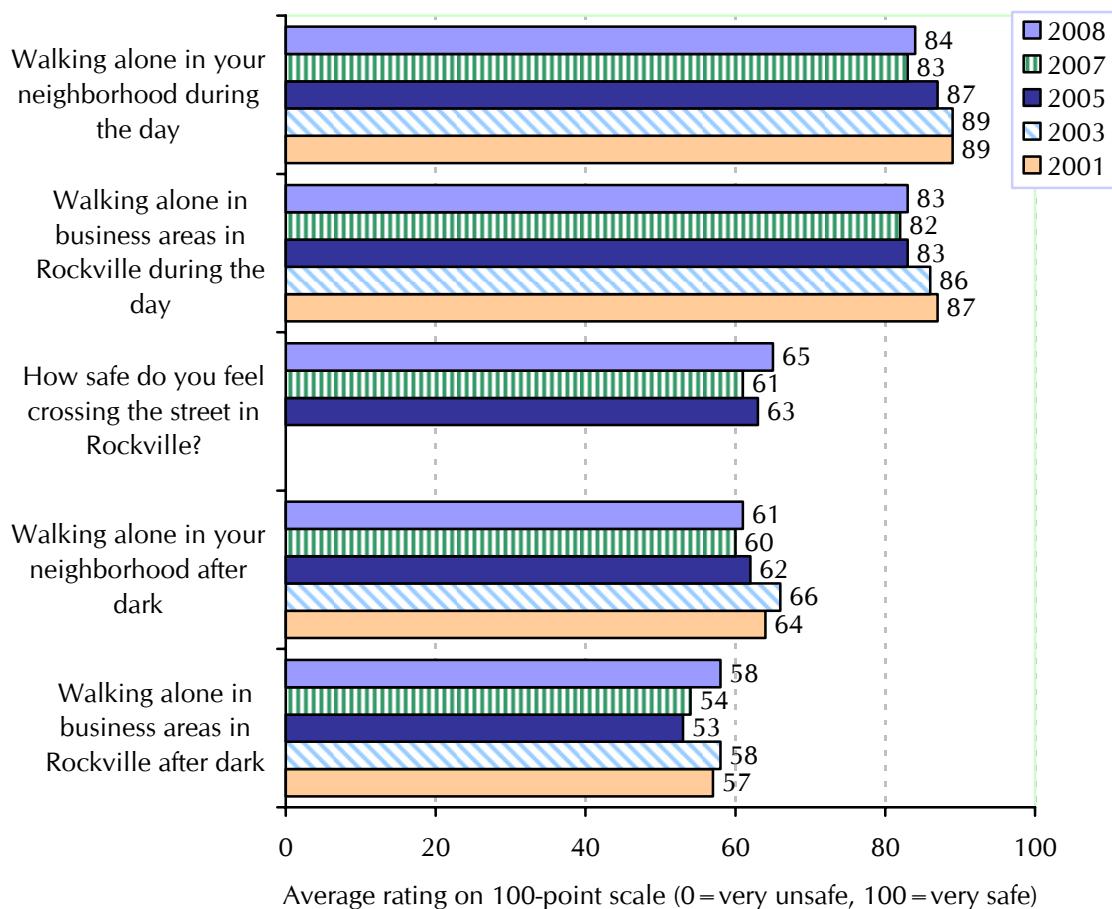
| How safe do you feel . . .                                  | Very safe | Reasonably safe | Somewhat safe | Somewhat unsafe | Very unsafe | Total | Comparison to benchmark |
|---|-----------|-----------------|---------------|-----------------|-------------|-------|-------------------------|
| Walking alone in your neighborhood during the day           | 51%       | 36%             | 10%           | 2%              | 1%          | 100%  | Below                   |
| Walking alone in business areas in Rockville during the day | 49%       | 38%             | 11%           | 2%              | 0%          | 100%  | Below                   |
| Crossing the street in Rockville                            | 16%       | 47%             | 24%           | 8%              | 6%          | 100%  | NA                      |
| Walking alone in your neighborhood after dark               | 14%       | 40%             | 28%           | 12%             | 6%          | 100%  | Below                   |
| Walking alone in business areas in Rockville after dark     | 11%       | 38%             | 30%           | 16%             | 5%          | 100%  | Below                   |

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Evaluations of safety in Rockville were converted to the 100-point scale where 0 equals “very” unsafe and 100 equals “very” safe. Respondents rated walking alone in their neighborhood and in business areas during the day above “reasonably” safe (84 and 83, respectively). Safety crossing the street (65), walking alone in their neighborhood (61) and in business areas (58) after dark were rated between “reasonably” and “somewhat” safe.

All ratings of safety in 2008 were similar to those given in 2007. Residents’ feelings of safety in their neighborhood at night and during the day and in business areas during the day declined somewhat over the surveying period.

**Figure 5: Safety Ratings Compared by Year**

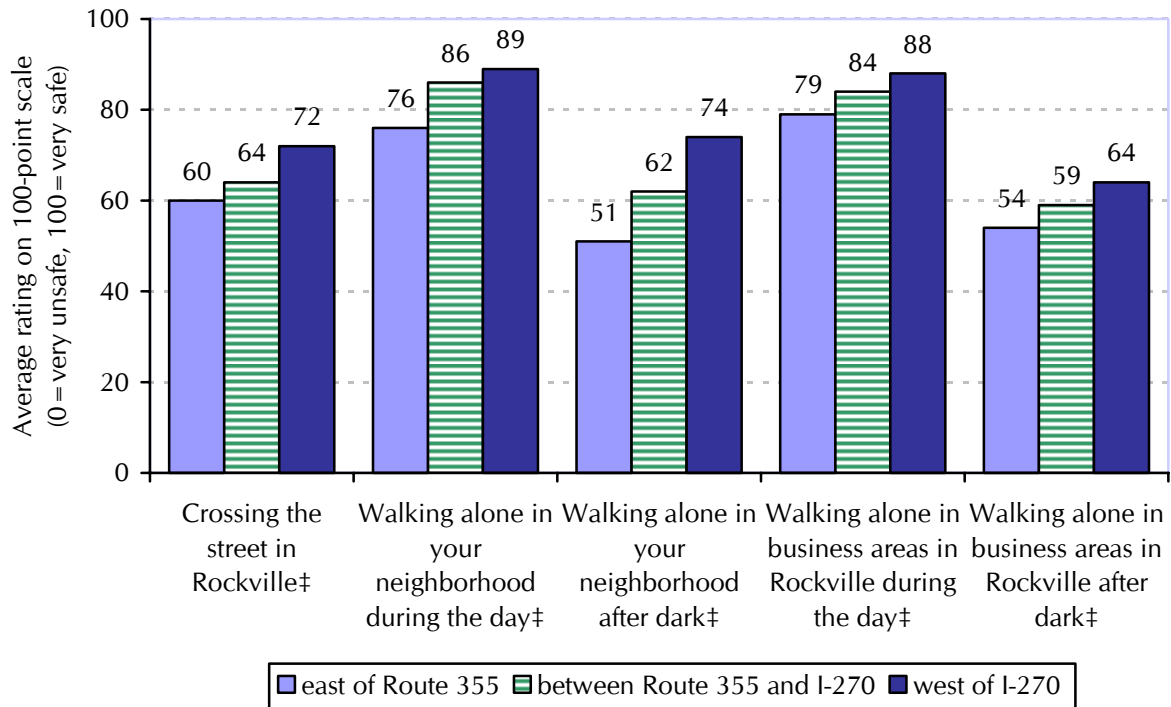


Note: The wording “in Rockville” was added to walking along in business areas in 2008.

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Residents living east of Route 355 gave much lower ratings to safety than did those living in the other areas of the city, particularly lower than those living west of I-270. Respondents residing between the two thoroughfares generally gave ratings in-between those on either side.

**Figure 6: Safety Ratings Compared by Geographic Area**



† Denotes a significant difference between responses given by residents living in different areas of the city

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## A Cultural Destination

Rockville is a culturally diverse city that strives to meet the needs of its constituents locally and regionally. The city provides a unique history and offers a number of indoor and outdoor facilities that cater not only to residents but to visitors as well. The 2008-10 Vision Priorities associated with A Cultural Destination are:

- ★ Prepare and implement a cultural plan with ambitious goals for cultural amenities, including programs for cultural and entertainment activities throughout Town Center.
- ★ Support and encourage the development of the new soccer team that will use the Richard Montgomery High School (RMHS) field.
- ★ Continue to spearhead bringing a Science Center to the City.

The 2008 survey contained several questions that asked residents to rate cultural and arts opportunities and City-sponsored events in Rockville.

## City Events

When asked to evaluate opportunities to attend cultural or arts events and City-sponsored special events, 80% or more of respondents said they were “excellent” or “good” (80% and 86%, respectively). Comparisons to the national benchmark were available for opportunities to attend cultural or arts events, which was rated higher than the nation.

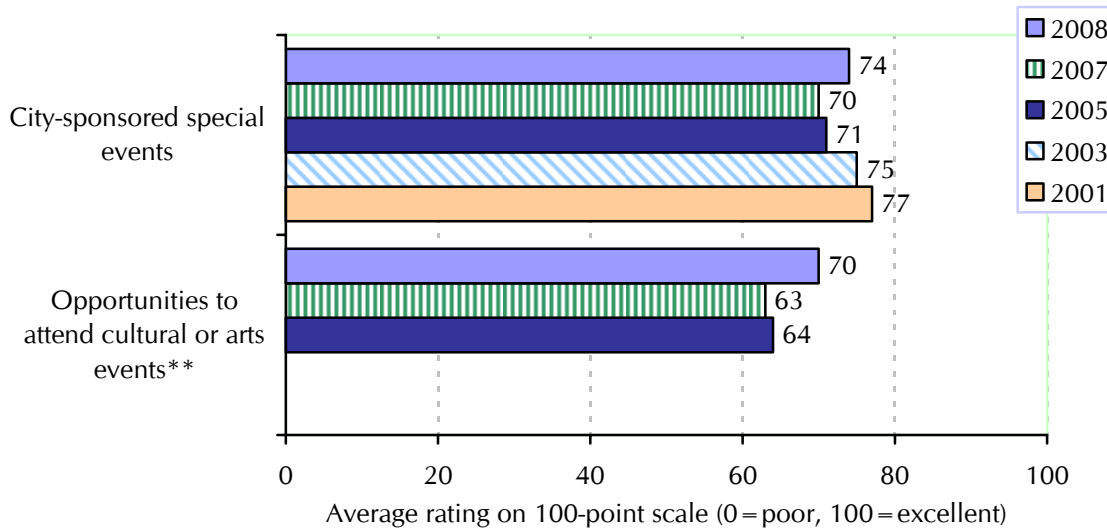
**Table 24: Cultural and Special Events in Rockville**

| Please rate the following in Rockville.   | Excellent | Good | Fair | Poor | Total | Comparison to benchmark |
|---|-----------|------|------|------|-------|-------------------------|
| City-sponsored special events (such as outdoor concerts in Town Center, Farmer’s Market, July 4th fireworks, Science Day, Hometown Holidays, or Car Show) | 38%       | 48%  | 12%  | 2%   | 100%  | NA                      |
| Opportunities to attend cultural or arts events   | 32%       | 48%  | 18%  | 2%   | 100%  | Above                   |

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City-sponsored special events and opportunities to attend cultural or arts events received ratings above “good” on the 100-point scale (74 and 70, respectively). Opportunities to attend cultural or arts events received higher ratings in 2008 than in 2007 (70 in 2008 versus 63 in 2007).

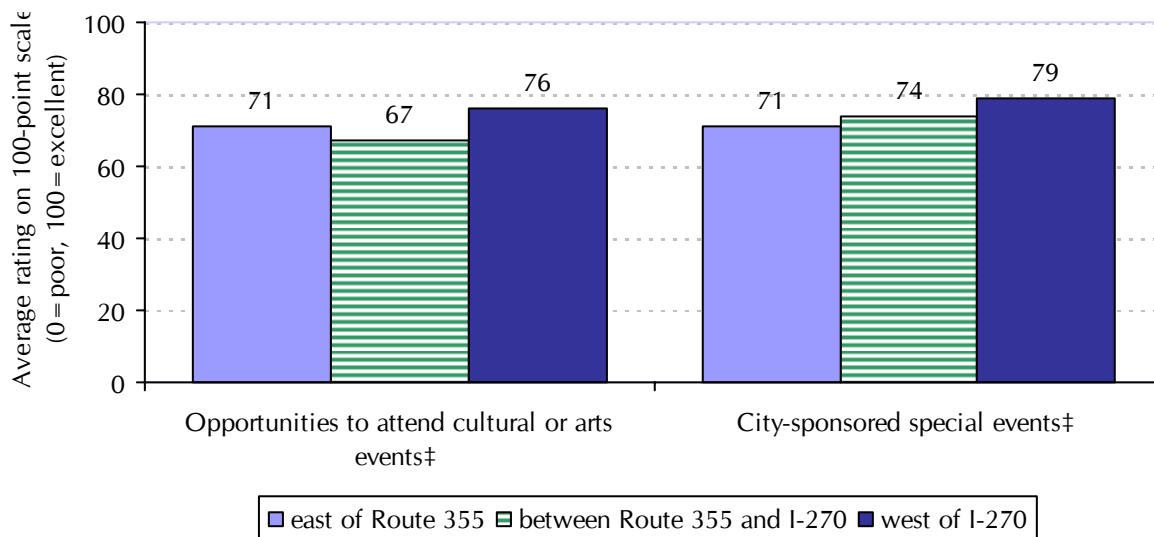
**Figure 7: Cultural and Special Events in Rockville Compared by Year**



\*\*Denotes a significant difference between 2008 and 2007 responses.

Respondents living between Route 355 and I-270 were more likely to give lower ratings to opportunities to attend cultural or arts events than were those living in other parts of the city.

**Figure 8: Cultural and Special Events in Rockville Compared by Geographic Area**



‡ Denotes a significant difference between responses given by residents living in different areas of the city

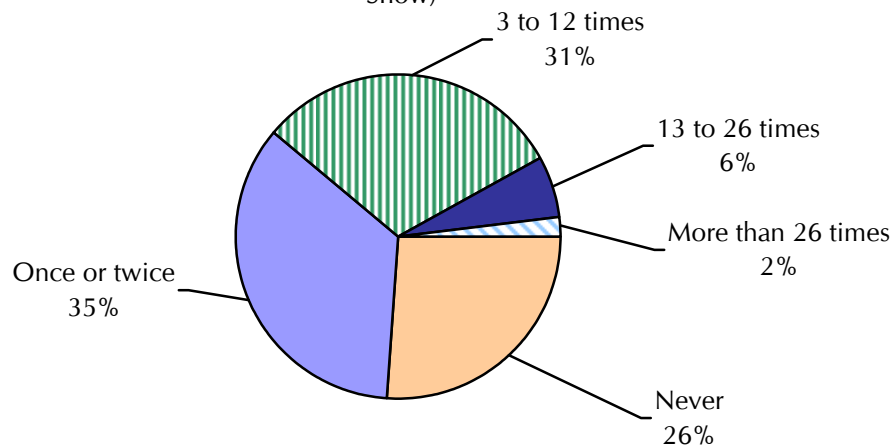
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## Participation in City Events

Two-thirds of respondents reported having participated in a City-sponsored special event one to 12 times in the last 12 months (35% said once or twice and 31% said three to 12 times). Six percent had participated 13 to 26 times and only 2% had attended more than 26 times. One-quarter of residents said they had never attended a City-sponsored special event in the last 12 months.

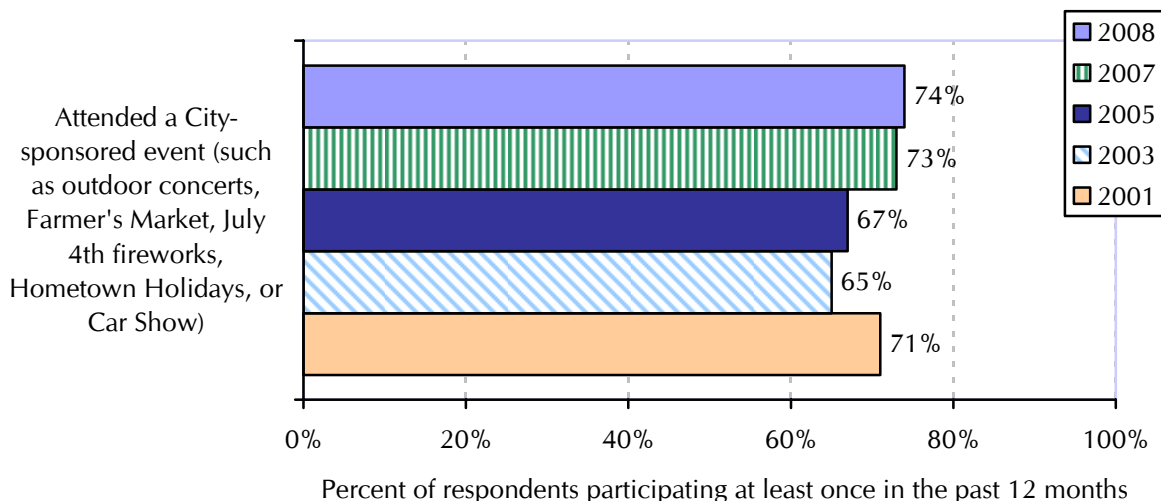
**Figure 9: Participation in City-sponsored Special Events**

Attended a City-sponsored special event (such as outdoor concerts in Town Center, Farmer's Market, July 4th fireworks, Science Day, Hometown Holidays, or Car Show)



Attendance at City-sponsored special events remained stable from 2007 to 2008.

**Figure 10: Participation in City-sponsored Special Events Compared by Year**



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## Green City

As cities continue to grow and develop, it is becoming imperative that jurisdictions take the lead on how growth and development impact the environment. Rockville residents, businesses and the local government pride themselves on being environmentally-friendly, employ sustainability practices and are leaders in environmental protection. The following are the 2008-10 Vision Priorities for Green City:

- ★ Continue conducting an environmental education campaign, to include recycling, eradicating invasive species, and other activities fostering environmental quality.
- ★ Create an incentive program for homeowners and citizens to adopt practices that reduce the negative environmental impacts of their homes and behaviors.
- ★ Identify and tap into Federal and State funding programs for improving energy conservation and efficiency.

Two new survey questions assessed resident's opinions on Rockville's environment and environmental protection and sustainability initiatives.

## Rockville's Environment

Seven in 10 of survey respondents reported that the quality of Rockville's natural environment (72%) and the environmental protection and sustainability initiatives in Rockville (74%) were "excellent" or "good." (Please note that 38% of respondents select "don't know" when rating the quality of environmental protection and sustainability initiatives in Rockville. Results presented in the body of the report are for those who had an opinion. See *Appendix I: Frequency of Survey Responses* for a full set of responses including "don't know.")

Residents' ratings of Rockville's natural environment were similar to ratings given by residents in other jurisdictions across the country.

**Table 25: Rockville's Natural Environment and Green Initiatives**

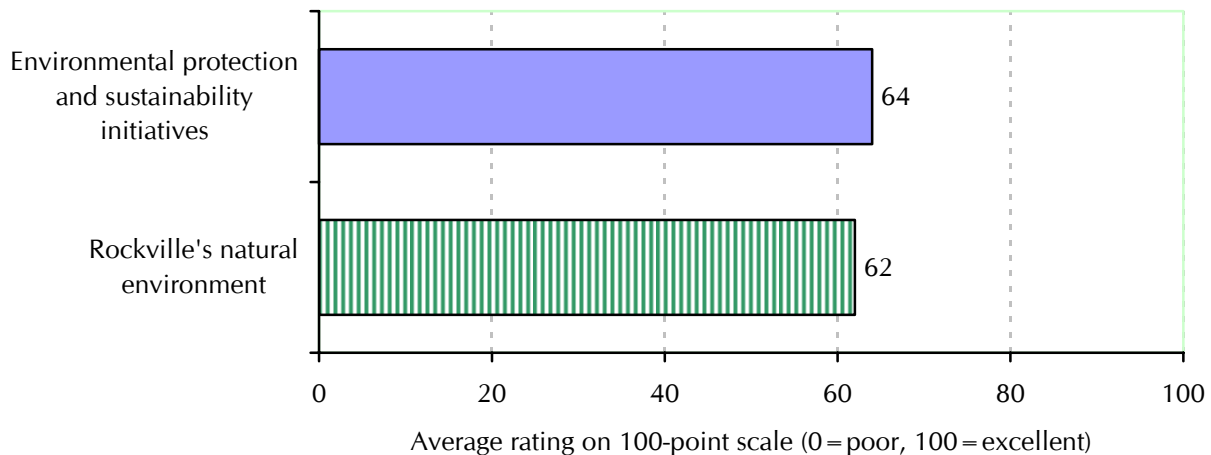
| Please rate the following in Rockville.                  | Excellent | Good | Fair | Poor | Total | Comparison to benchmark |
|--|-----------|------|------|------|-------|-------------------------|
| Environmental protection and sustainability initiatives† | 18%       | 56%  | 23%  | 2%   | 100%  | NA                      |
| Rockville's natural environment                          | 20%       | 52%  | 22%  | 6%   | 100%  | Similar                 |

†Denotes 20% or more of respondents who said "don't know" when asked to rate this item.

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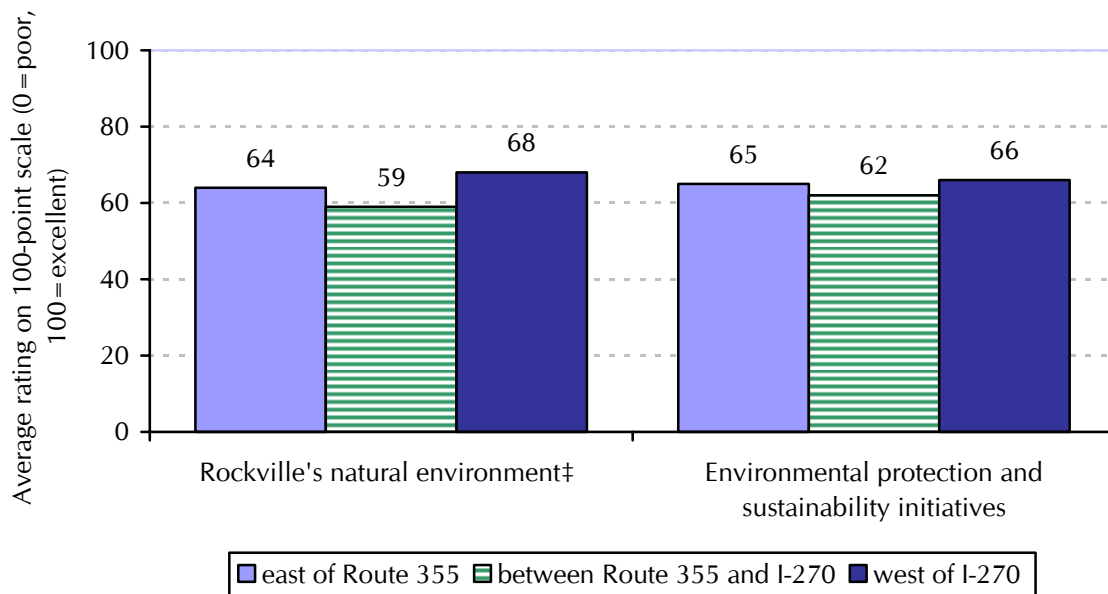
Evaluations of the environment were converted to the 100-point scale where 0 equals “poor” and 100 equals “excellent.” Rockville’s environmental protection and sustainability initiatives received a rating of 64 and Rockville’s natural environment was given a rating of 62, both just below “good.”

**Figure 11: Ratings of Rockville’s Natural Environment and Green Initiatives**



Residents living east of Route 355 and those living west of I-270 gave more favorable ratings to Rockville’s natural environment than those living in between the two thoroughfares.

**Figure 12: Ratings of Rockville’s Natural Environment and Green Initiatives Compared by Geographic Area**



‡ Denotes a significant difference between responses given by residents living in different areas of the city

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## Quality Built Environment

The quality of development within a city has an impact on the quality of life for residents. Rockville sets high standards for new development and is innovative in its approach to zoning and land use regulations. These standards were evident in the recent redevelopment of the Town Center and the planning underway to transform Rockville Pike. The 2008-10 Vision Priorities for Quality Built Environment are:

- ★ Successfully complete the new Zoning Ordinance approval process.
- ★ Conduct a street lighting survey to determine its adequacy.
- ★ Improve Pepco's responsiveness and quality of service.

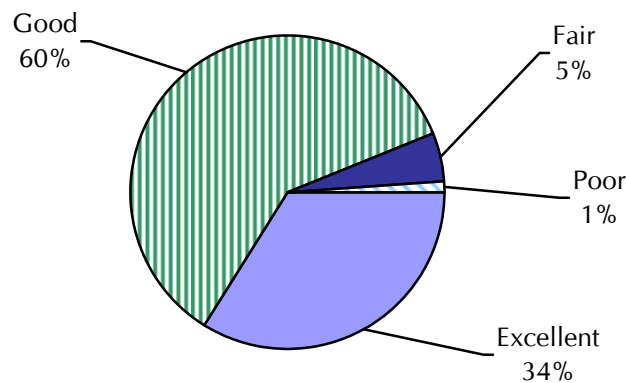
The overall quality of life, overall appearance, transportation and new development and the building permit process in Rockville were a few of the services that residents were asked to rate to help the City gauge this Mayor and Council priority.

## Overall Quality of Life

Along with different aspects of quality of life, respondents were asked to rate their quality of life overall. Nearly all respondents (94%) said their overall quality of life was "excellent" or "good." When compared to the national benchmark, residents rated the overall quality of life in Rockville higher than ratings given by residents in other jurisdictions across the nation.

**Figure 13: Overall Quality of Life**

Overall, how would you describe the quality of life in the City of Rockville?†

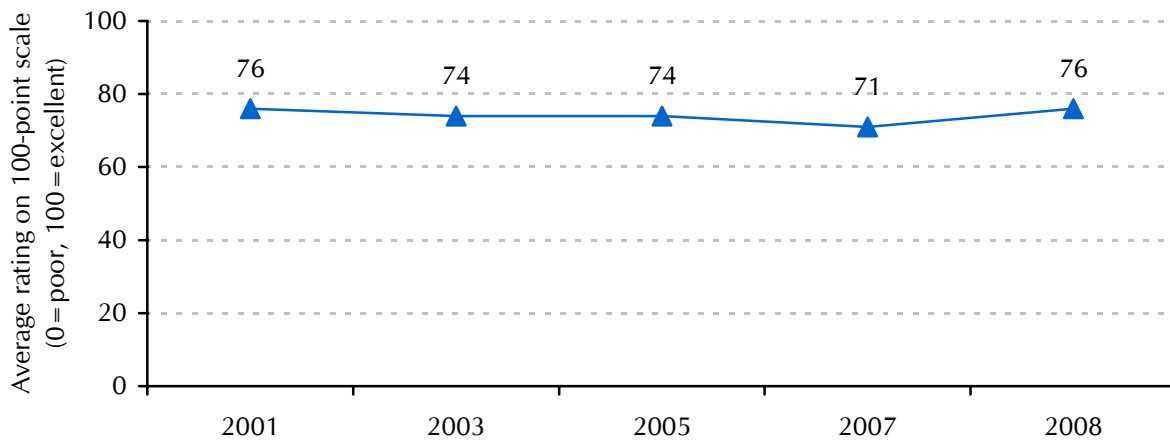


† Denotes a significant difference between responses given by residents living in different areas of the city

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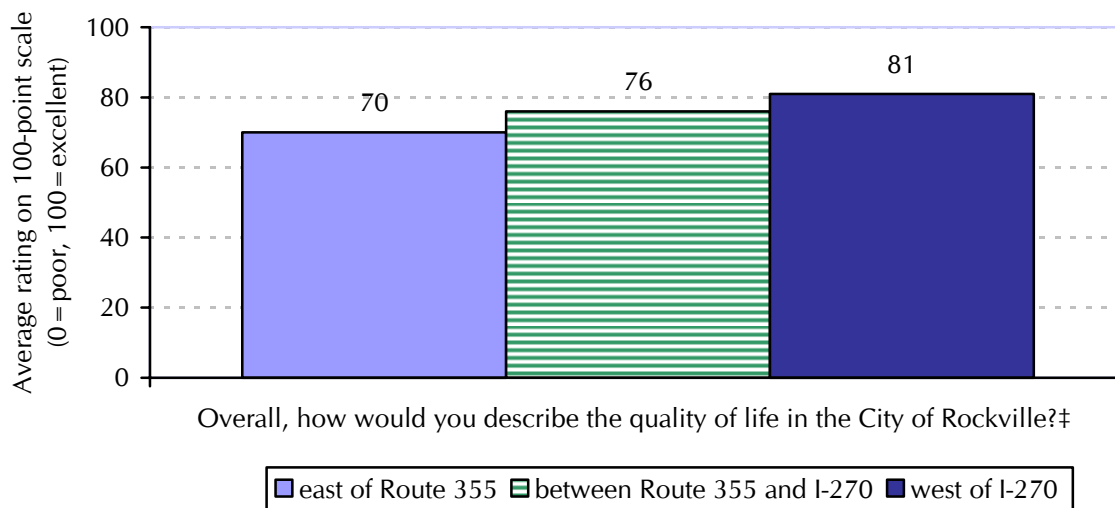
The average rating given to the overall quality of life in the city was 76 on the 100-point scale or between “good” and “excellent.” This was similar to ratings given in 2007.

**Figure 14: Overall Quality of Life Compared by Year**



Comparisons between geographic areas of the city showed that respondents living west of I-270 were more likely to give higher ratings to overall quality of life than those living in other areas.

**Figure 15: Overall Quality of Life Compared by Geographic Area**



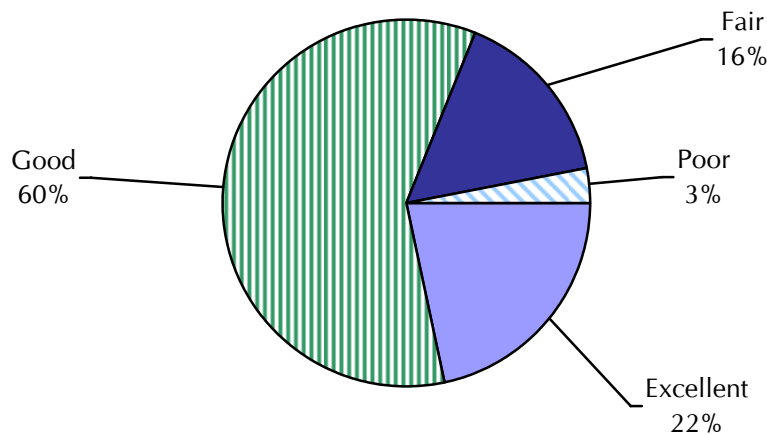
† Denotes a significant difference between responses given by residents living in different areas of the city

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## Overall Appearance of City

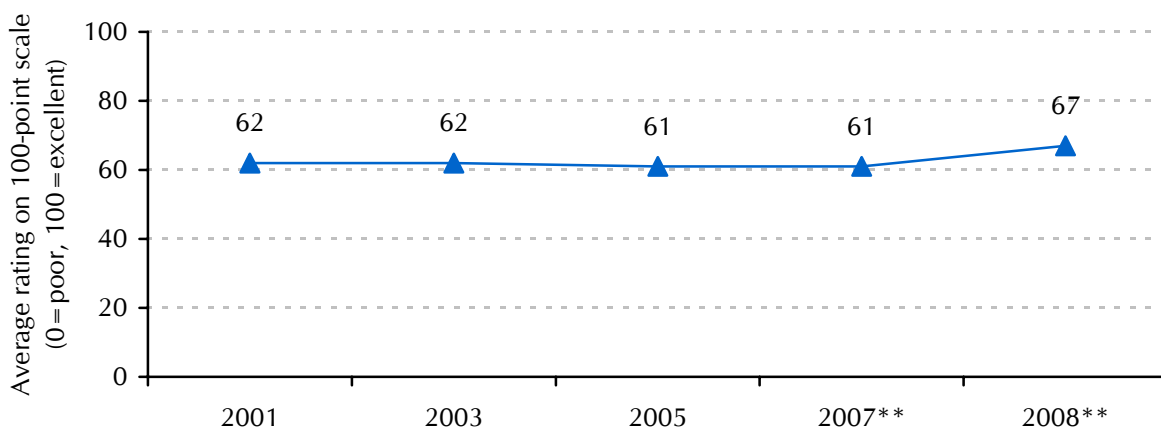
One of the 12 community characteristics asked about on the 2008 survey was the overall appearance of Rockville. Eight in 10 noted that the overall appearance of the city was “excellent” or “good,” 16% said it was “fair” and 3% said it was “poor.” This was higher than ratings given by residents in other cities and counties across the country.

**Figure 16: Overall Appearance of Rockville**



When converted to the 100-point scale, the overall appearance of Rockville received a rating of 67, or “good.” This was higher than ratings given in 2007 (67 points in 2008 versus 61 points in 2007).

**Figure 17: Overall Appearance of Rockville Compared by Year**



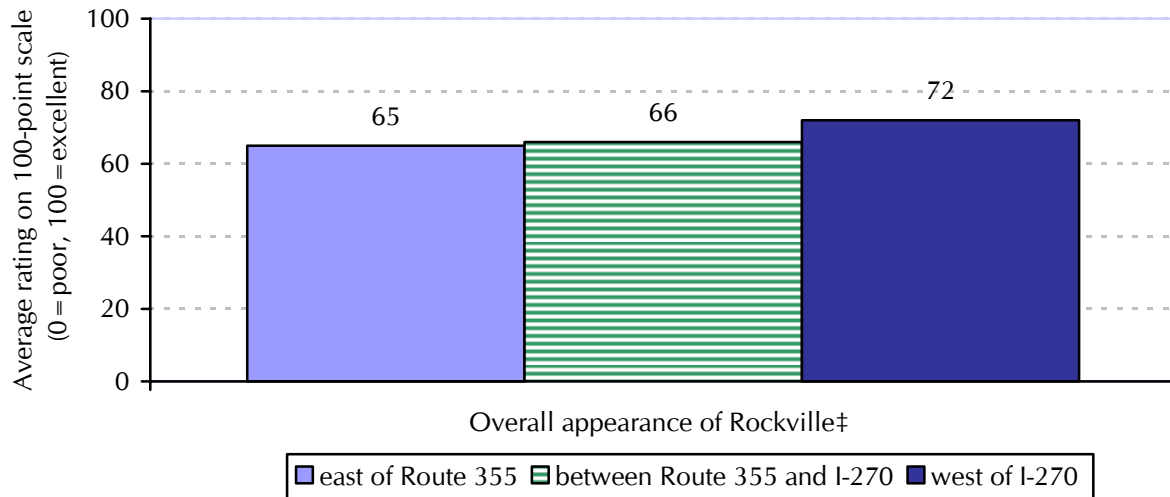
\*\*Denotes a significant difference between 2008 and 2007 responses.

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Ratings of the overall appearance of Rockville were compared by geographic area within the city. Respondents residing in west of I-270 were more likely to give positive ratings to the overall appearance than were those living in other areas of the city.

**Figure 18: Overall Appearance of Rockville Compared by Geographic Area**



‡ Denotes a significant difference between responses given by residents living in different areas of the city

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## Transportation and Development

Respondents were asked to rate different aspects of transportation and development in Rockville. Ease of travel in Rockville by transit received the highest evaluations, with 72% saying it was “excellent” or “good.” Ease of travel in Rockville by car (67%), the quality of new residential development (68%) and the quality of new commercial development (69%) were assessed as “good” or better by two-thirds of residents. While the lowest evaluations were given to ease of travel by bicycle and walking, half or more respondents felt they were “excellent” or “good” (52% and 60%, respectively).

(Please note that more than 20% of respondents said “don’t know” when assessing the ease of travel by bicycle and the quality of new residential development. See *Appendix I: Frequency of Survey Responses* for a full set of responses including “don’t know.”)

Comparisons to the national benchmarks were available for each of the six transportation and development characteristics. All characteristics received ratings higher than the nation, except for the ease of travel by walking which was rated similar to the national benchmark.

**Table 26: Transportation and Development in Rockville**

| Please rate the following characteristics of Rockville. | Excellent | Good | Fair | Poor | Total | Comparison to benchmark |
|---|-----------|------|------|------|-------|-------------------------|
| Ease of travel in Rockville by transit                  | 22%       | 50%  | 24%  | 4%   | 100%  | Above                   |
| Quality of new commercial development                   | 19%       | 50%  | 26%  | 6%   | 100%  | Above                   |
| Quality of new residential development†                 | 17%       | 51%  | 24%  | 8%   | 100%  | Above                   |
| Ease of travel in Rockville by car                      | 21%       | 46%  | 22%  | 10%  | 100%  | Above                   |
| Ease of travel in Rockville by walking                  | 16%       | 44%  | 28%  | 11%  | 100%  | Similar                 |
| Ease of travel in Rockville by bicycle†                 | 14%       | 38%  | 31%  | 17%  | 100%  | Above                   |

† Denotes 20% or more of respondents who said “don’t know” when asked to rate this item.

Responses for the transportation and development characteristics were converted to the 100-point scale where 0 equals “poor” and 100 equals “excellent.” Ease of travel by transit and the quality of new commercial development received ratings just below “good” (63 and 61 points, respectively). Ease of travel in Rockville by car (59), the quality of new residential development (59), ease of travel by walking (55) and ease of travel by bicycle (50) received average ratings between “good” and “fair.”

When compared to 2007, ratings for the ease of travel by bicycle were higher in 2008 than in 2007 (50 points versus 44 points, respectively).

**Table 27: Transportation and Development in Rockville Compared by Year**

| Please rate each of the following characteristics of Rockville. | 2008 | 2007 | 2005 | 2003 | 2001 |
|---|------|------|------|------|------|
| Ease of travel in Rockville by transit                          | 63   | 63   | 61   | 64   | 63   |
| Quality of new commercial development                           | 61   | 57   | 59   | 56   | 56   |
| Quality of new residential development                          | 59   | 57   | 59   | 56   | 56   |
| Ease of travel in Rockville by car                              | 59   | 56   | 55   | 58   | 56   |
| Ease of travel in Rockville by walking                          | 55   | 50   | 51   | 52   | 52   |
| Ease of travel in Rockville by bicycle**                        | 50   | 44   | 42   | 44   | 41   |

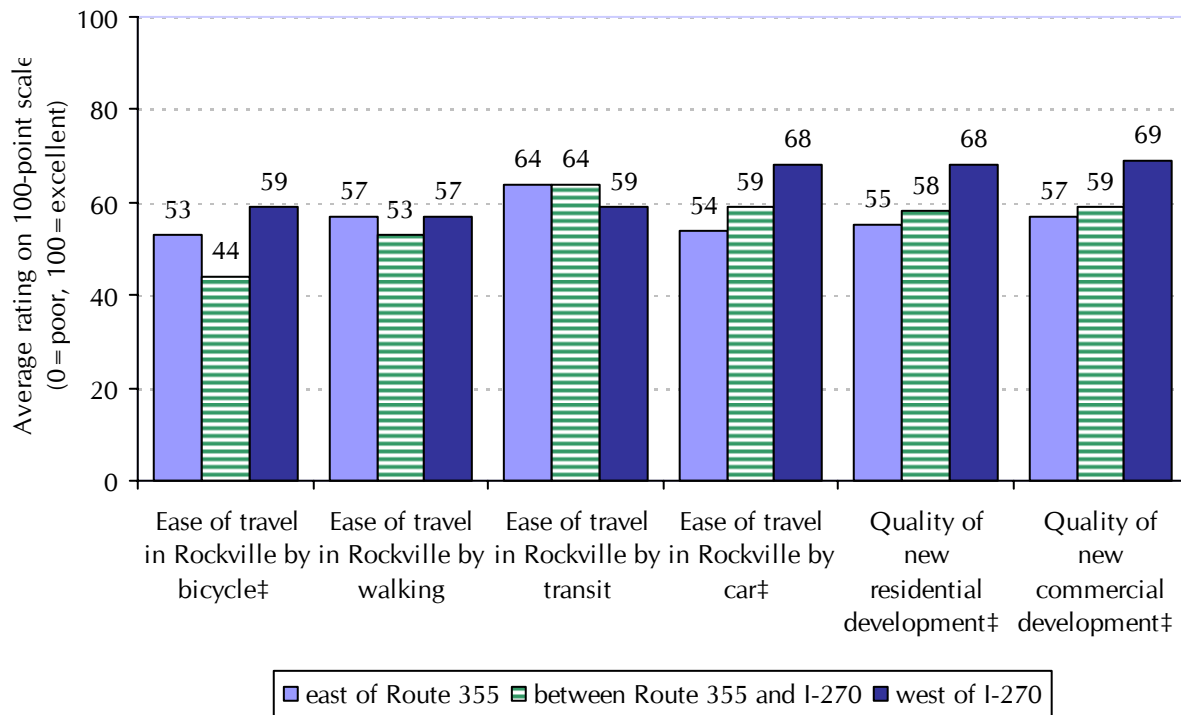
Average rating on 100-point scale (0=poor, 100=excellent)

\*\*Denotes a significant difference between 2008 and 2007 responses.

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When comparing responses by geographic area, residents living west of I-270 were more likely to give favorable ratings to the quality of new residential and commercial development and to the ease of travel by car than were those living in other areas of the city. Respondents living between Route 355 and I-270 were more likely to give lower ratings to the ease of travel by bicycle than were those residing in other parts of the city.

**Figure 19: Transportation and Development in Rockville Compared by Geographic Area**



† Denotes a significant difference between responses given by residents living in different areas of the city



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When asked to rate the quality of residential and commercial property maintenance code enforcement, about 6 in 10 respondents felt they were “excellent” or “good” (62% and 59%, respectively). About half of residents said that the building permit process was “good” or better (54%). (Please note that between 43% and 69% of respondents selected “don’t know” when rating the quality of these three services. See *Appendix I: Frequency of Survey Responses* for a full set of responses including “don’t know.”)

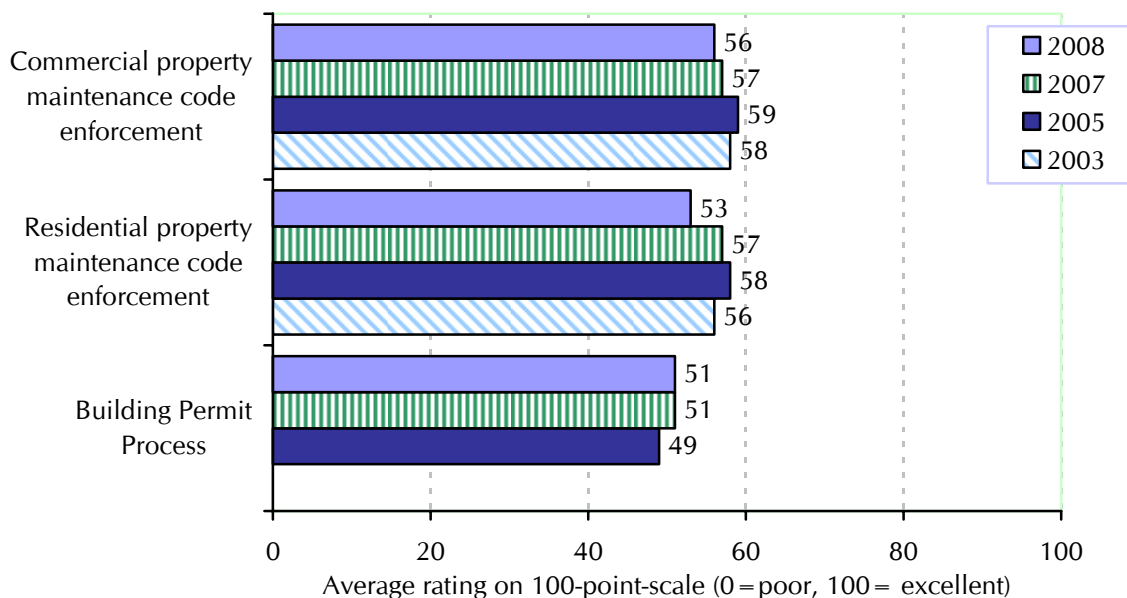
Residential property maintenance code enforcement and the building permit process were given ratings above the national benchmark. Commercial property maintenance code enforcement received a rating similar to the nation.

**Table 28: Property Maintenance Enforcement and Building Permits**

| Please rate the quality of each of the following City of Rockville government services. | Excellent | Good | Fair | Poor | Total | Comparison to benchmark |
|---|-----------|------|------|------|-------|-------------------------|
| Commercial property maintenance code enforcement†                                       | 14%       | 48%  | 30%  | 8%   | 100%  | Similar                 |
| Residential property maintenance code enforcement†                                      | 14%       | 45%  | 28%  | 13%  | 100%  | Above                   |
| Building permit process†  | 14%       | 40%  | 32%  | 14%  | 100%  | Above                   |

†Denotes 20% or more of respondents who said “don’t know” when asked to rate this item.

When converted to the 100-point scale, all three services received ratings between “good” and “fair.” Ratings given in 2008 were similar to those given in 2007.

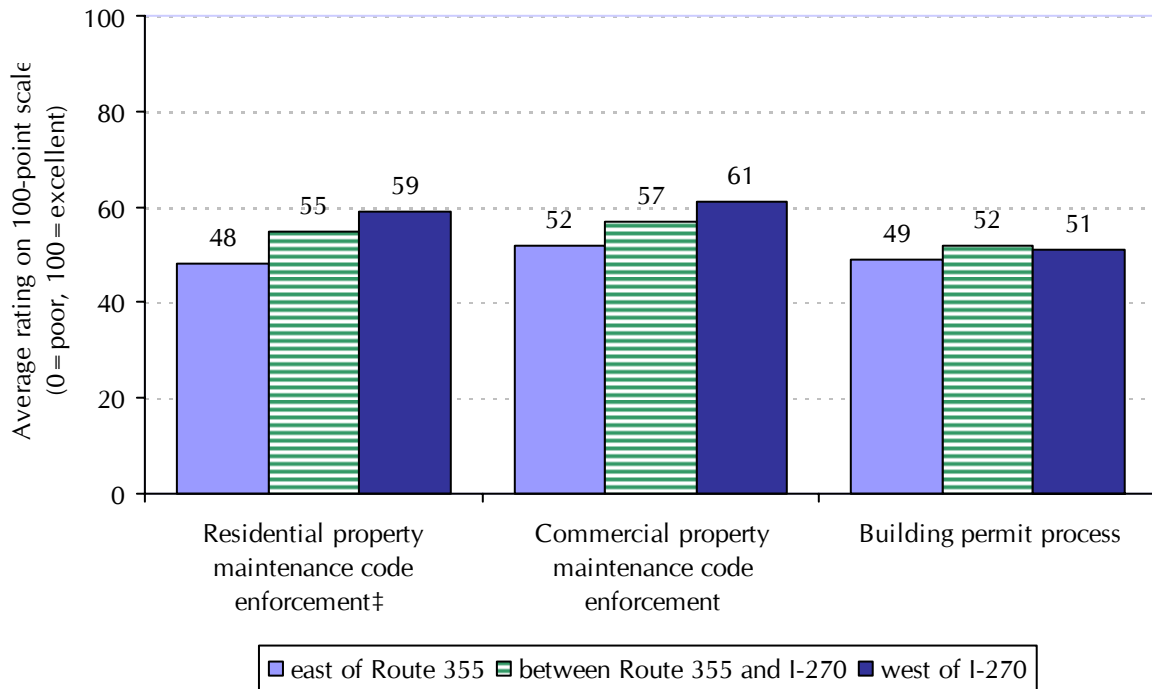
**Figure 20: Property Maintenance Enforcement and Building Permits Compared by Year**

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Residents living east of Route 355 were more likely to give less favorable ratings to residential property maintenance code enforcement than were those living in other areas in the city.

**Figure 21: Property Maintenance Enforcement and Building Permits Compared by Geographic Area**



‡ Denotes a significant difference between responses given by residents living in different areas of the city

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## Exceptional City Services

One of the most important roles a City has is providing its residents with a variety of services. Quality city services drive residents' views of quality of life and are an indicator into the financial health of a city and local government. The 2008-10 Vision Priorities for this goal include:

- ★ Reexamine the Charter with regard to the City Council's size, term length and concurrence, and at-large representation.
- ★ Better define the authority of and coordination among boards and commissions, the process for filling vacancies, and the qualifications of members.
- ★ Analyze and adopt, if feasible, a property tax deferral program for seniors.

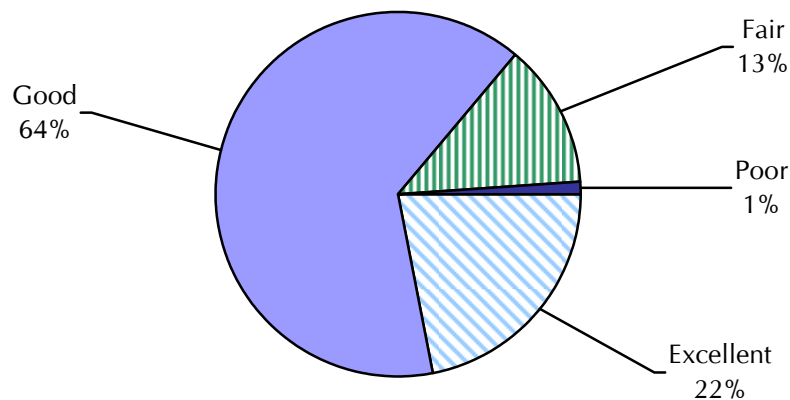
Core questions on the survey asked respondents to evaluate the quality of city services and city employees and participation in and use of recreation facilities.

## Overall Quality of City Services

For the first time in 2008, residents were asked to rate the overall quality of City services. About one-quarter (22%) felt the overall quality of City services was "excellent," nearly two-thirds (64%) said it was "good," 13% said it was "fair" and only 1% gave an evaluation of "poor." The overall quality of City services received ratings above the national benchmark.

**Figure 22: Overall Quality of City Services**

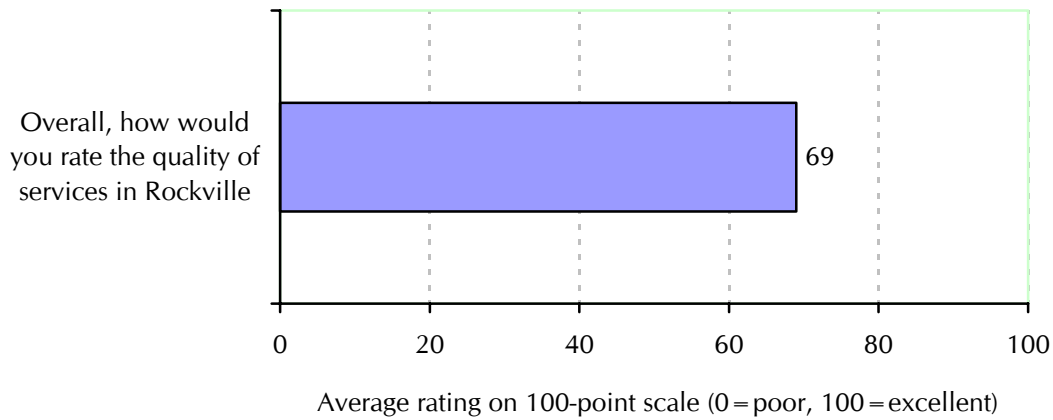
Overall, how would you rate the quality of services in Rockville?



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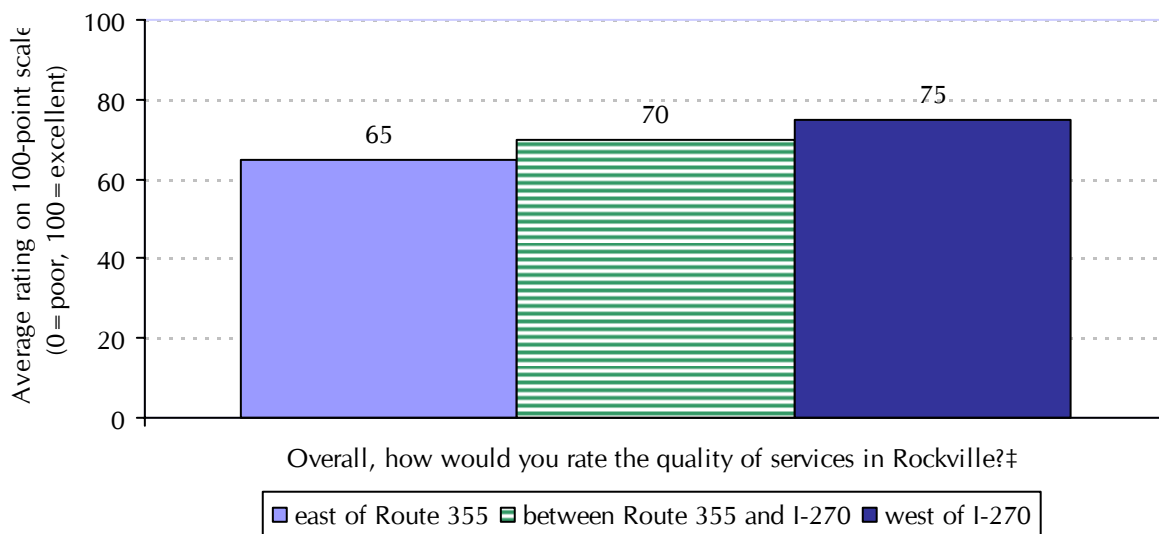
Evaluations of the overall quality of City services were converted to the 100-point scale, which received a rating of 69, or “good.”

**Figure 23: Rating of Overall Quality of City Services**



Those residing west of I-270 were more likely to give positive ratings to the overall quality of City services than were those living in other areas of the city.

**Figure 24: Overall Quality of City Services Compared by Geographic Area**



‡ Denotes a significant difference between responses given by residents living in different areas of the city

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## City Services

Survey respondents were given a list of 29 services provided by the City of Rockville and asked to rate the quality of each. Of the 29 services, 25 were categorized under the Exceptional City Services Vision Priority (see the table on the following page). Services receiving the highest evaluations were Rockville Senior Center programs and services (89% “excellent” or “good”), refuse collection (87%), appearance of City parks (87%) and recreational programs (86%). While the services receiving the lowest quality evaluations were street repairs and maintenance (67%), sidewalk maintenance (66%), street tree maintenance (64%) and street lighting (61%), at least 6 in 10 residents gave assessments of “good” or better to each of the street-related services. All other services received evaluations between 68% and 84% “excellent” or “good.”

(Please note that more than 20% of respondents said “don’t know” when rating the quality of the following services: recreational programs, recreation centers, athletic fields, playgrounds, range of activities available in parks and recreation centers and facilities, safety of parks and recreation centers and facilities, Rockville Senior Center programs and services, services to youth, The Rockville Channel, The City of Rockville’s Web site and crime prevention efforts. See *Appendix I: Frequency of Survey Responses* for a full set of responses including “don’t know.”)

Of the 25 services displayed in *Table 29*, comparisons to the national benchmark were available for 24. Nineteen of these services received ratings above the national benchmark: Rockville Senior Center programs and services, refuse collection, appearance of City parks, recreational programs, services to youth, recycling services, recreation centers, City of Rockville’s water and sewer services, athletic fields, playgrounds, range of activities available in parks and recreation centers and facilities, enforcement of traffic laws by Rockville Police Department, The City of Rockville’s Web site, snow and ice removal, crime prevention efforts, street sweeping, The Rockville Channel programming, street repairs and maintenance and sidewalk maintenance. Five services were rated similar to the nation: safety of parks and recreation centers and facilities, overall City of Rockville police services, leaf pick-up, City of Rockville drinking water quality and street lighting. None were rated below the benchmark.

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Table 29: City Services

| Please rate the quality of each of the following City of Rockville government services.                                   | Excellent | Good | Fair | Poor | Total | Comparison to benchmark |
|---|-----------|------|------|------|-------|-------------------------|
| Refuse collection   | 42%       | 45%  | 10%  | 3%   | 100%  | Above                   |
| Rockville Senior Center programs and services   | 40%       | 49%  | 9%   | 2%   | 100%  | Above                   |
| Recycling services  | 43%       | 40%  | 11%  | 5%   | 100%  | Above                   |
| Services to youth (summer camps/playgrounds, after school programs, childcare, teen activities, swim classes, sports etc) | 30%       | 54%  | 13%  | 3%   | 100%  | Above                   |
| Recreational programs   | 30%       | 56%  | 12%  | 3%   | 100%  | Above                   |
| Recreation centers  | 28%       | 55%  | 16%  | 1%   | 100%  | Above                   |
| Appearance of City parks (such as Elwood Smith, Rockcrest, Twinbrook, Israel, Mattie Stepanek and Welsh Park)             | 27%       | 60%  | 12%  | 2%   | 100%  | Above                   |
| Playgrounds (tot lots)  | 30%       | 50%  | 17%  | 2%   | 100%  | Above                   |
| Athletic fields (such as baseball/softball, soccer or football)   | 24%       | 57%  | 17%  | 2%   | 100%  | Above                   |
| City of Rockville's water and sewer services  | 24%       | 59%  | 15%  | 2%   | 100%  | Above                   |
| Range of activities available in parks and recreation centers and facilities  | 25%       | 52%  | 20%  | 3%   | 100%  | Above                   |
| Safety of parks and recreation centers and facilities   | 21%       | 58%  | 19%  | 2%   | 100%  | Similar                 |
| Overall City of Rockville police services   | 21%       | 57%  | 20%  | 2%   | 100%  | Similar                 |
| Leaf pick-up  | 27%       | 45%  | 21%  | 7%   | 100%  | Similar                 |
| Snow and ice removal  | 24%       | 48%  | 23%  | 4%   | 100%  | Above                   |
| The City of Rockville's Web site (www.rockvillemd.gov)  | 20%       | 55%  | 22%  | 4%   | 100%  | Above                   |
| Enforcement of traffic laws by Rockville Police Department  | 22%       | 55%  | 15%  | 8%   | 100%  | Above                   |
| City of Rockville drinking water quality  | 22%       | 47%  | 21%  | 10%  | 100%  | Similar                 |
| Street repairs and maintenance  | 19%       | 48%  | 25%  | 8%   | 100%  | Above                   |
| Crime prevention efforts  | 14%       | 55%  | 25%  | 6%   | 100%  | Above                   |
| Street sweeping   | 16%       | 52%  | 25%  | 6%   | 100%  | Above                   |
| Sidewalk maintenance  | 16%       | 50%  | 27%  | 7%   | 100%  | Above                   |
| The Rockville Channel (Cable Channel 11) programming  | 16%       | 52%  | 23%  | 9%   | 100%  | Above                   |
| Street tree maintenance   | 17%       | 47%  | 26%  | 11%  | 100%  | NA                      |
| Street lighting   | 15%       | 46%  | 25%  | 14%  | 100%  | Similar                 |

†Denotes 20% or more of respondents who said "don't know" when asked to rate this item.

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In 2008, playgrounds was the only service that received a statistically higher rating than in 2007 (69 points versus 63, respectively). None received ratings that were statistically significantly lower.

**Table 30: City Services Ratings Compared by Year**

| <b>Please rate the quality of each of the following City of Rockville government services.</b>                            | <b>2008</b> | <b>2007</b> | <b>2005</b> | <b>2003</b> | <b>2001</b> |
|---|-------------|-------------|-------------|-------------|-------------|
| Refuse collection   | 75          | 75          | 74          | 74          | 75          |
| Rockville Senior Center programs and services   | 75          | 72          | 74          | 72          | 74          |
| Recycling services  | 74          | 71          | 70          | 71          | 74          |
| Services to youth (summer camps/playgrounds, after school programs, childcare, teen activities, swim classes, sports etc) | 71          | 68          | 68          | 70          | 68          |
| Recreational programs   | 71          | 70          | 71          | 73          | 73          |
| Recreation centers  | 70          | 69          | 70          | 69          | 70          |
| Appearance of City parks (such as Elwood Smith, Rockcrest, Twinbrook, Israel, Mattie Stepanek and Welsh Park)             | 70          | NA          | NA          | NA          | NA          |
| Playgrounds (tot lots)**  | 69          | 63          | 67          | NA          | NA          |
| Athletic fields (such as baseball/softball, soccer or football)   | 68          | 64          | 68          | 70          | NA          |
| City of Rockville's water and sewer services  | 68          | 68          | 69          | 68          | 67          |
| Range of activities available in parks and recreation centers and facilities  | 67          | 63          | 68          | 70          | 66          |
| Safety of parks and recreation centers and facilities   | 66          | 63          | 66          | 69          | 67          |
| Overall City of Rockville police services   | 65          | 64          | NA          | NA          | NA          |
| Leaf pick-up  | 64          | 66          | 69          | 67          | 66          |
| Snow and ice removal  | 64          | 67          | 66          | 62          | 69          |
| The City of Rockville's Web site (www.rockvillemd.gov)  | 64          | 62          | 63          | NA          | NA          |
| Enforcement of traffic laws by Rockville Police Department  | 64          | 60          | 60          | 59          | 59          |
| City of Rockville drinking water quality  | 61          | 56          | 52          | 54          | 50          |
| Street repairs and maintenance  | 59          | 58          | 58          | 54          | 70          |
| Crime prevention efforts  | 59          | 57          | NA          | NA          | NA          |
| Street sweeping   | 59          | 57          | 57          | 58          | 59          |
| Sidewalk maintenance  | 58          | NA          | NA          | NA          | NA          |
| The Rockville Channel (Cable Channel 11) programming  | 58          | 57          | 57          | NA          | NA          |
| Street tree maintenance   | 57          | NA          | NA          | NA          | NA          |
| Street lighting   | 54          | 54          | 57          | 58          | 59          |

Average rating on 100-point scale (0 = poor, 100 = excellent)

\*\*Denotes a significant difference between 2008 and 2007 responses.

Note: "City of Rockville drinking water quality" in 2008 was "Tap water quality" in previous survey administrations; "Enforcement of traffic laws by Rockville Police Department" in 2008 was "Enforcement of traffic laws" in previous survey years; "City of Rockville's water and sewer services" in 2008 was "Water and sewer services" in previous survey years and "Overall City of Rockville police services" in 2008 was "Overall police services" in previous years.

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Overall, residents living east of Route 355 were more likely to give lower ratings to City services than were those living in other areas of the city. However, there were a few exceptions: respondents living between Route 355 and I-270 were more likely to give lower ratings to recycling services, water and sewer services and drinking water quality than were residents living in the other two areas.

**Table 31: City Services Ratings Compared by Geographic Area**

| <b>Please rate the quality of each of the following City of Rockville government services.</b>                            | <b>East Route 355</b> | <b>Between Route 355 and I-270</b> | <b>West of I-270</b> |
|---|-----------------------|------------------------------------|----------------------|
| Refuse collection‡  | 74                    | 72                                 | 84                   |
| Recycling services‡   | 76                    | 68                                 | 82                   |
| Leaf pick-up‡   | 62                    | 62                                 | 73                   |
| Street repairs and maintenance‡   | 58                    | 57                                 | 68                   |
| Snow and ice removal‡   | 61                    | 62                                 | 72                   |
| Street sweeping‡  | 55                    | 60                                 | 64                   |
| Street lighting‡  | 45                    | 56                                 | 59                   |
| Street tree maintenance‡  | 50                    | 59                                 | 58                   |
| Sidewalk maintenance‡   | 53                    | 58                                 | 65                   |
| Recreational programs   | 71                    | 69                                 | 75                   |
| Recreation centers  | 71                    | 69                                 | 71                   |
| Athletic fields (such as baseball/softball, soccer or football)   | 66                    | 69                                 | 68                   |
| Playgrounds (tot lots)‡   | 65                    | 69                                 | 77                   |
| Range of activities available in parks and recreation centers and facilities‡   | 63                    | 67                                 | 72                   |
| Safety of parks and recreation centers and facilities‡  | 63                    | 66                                 | 72                   |
| Appearance of City parks (such as Elwood Smith, Rockcrest, Twinbrook, Israel, Mattie Stepanek and Welsh Park)             | 69                    | 70                                 | 74                   |
| Enforcement of traffic laws by Rockville Police Department‡   | 59                    | 65                                 | 66                   |
| City of Rockville's water and sewer services‡   | 70                    | 66                                 | 71                   |
| City of Rockville drinking water quality  | 63                    | 58                                 | 64                   |
| Rockville Senior Center programs and services   | 74                    | 76                                 | 75                   |
| Services to youth (summer camps/playgrounds, after school programs, childcare, teen activities, swim classes, sports etc) | 70                    | 70                                 | 74                   |
| The Rockville Channel (Cable Channel 11) programming  | 60                    | 55                                 | 63                   |
| The City of Rockville's Web site (www.rockvillemd.gov)  | 62                    | 63                                 | 68                   |
| Crime prevention efforts‡   | 55                    | 60                                 | 62                   |
| Overall City of Rockville police services‡  | 63                    | 65                                 | 72                   |

Average rating on 100-point scale (0=poor, 100=excellent)

‡Denotes a significant difference between responses given by residents living in different areas of the city



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## **Key Driver Analysis**

Knowing where to focus limited resources to improve residents' opinions of local government requires information that targets the services that are most important to residents. However, when residents are asked what services are most important, they rarely stray beyond core services – those directed to save lives and improve safety.

In market research, identifying the most important characteristics of a transaction or product is called Key Driver Analysis (KDA). The key drivers that are identified from that analysis do not come from asking customers to self-report which service or product characteristic most influenced their decision to buy or return, but rather from statistical analyses of the predictors of their behavior. When customers are asked to name the most important characteristics of a good or service, responses often are expected or misleading – just as they can be in the context of a citizen survey. For example, air travelers often claim that safety is the primary consideration in their choice of an airline, yet key driver analysis reveals that frequent flier perks or in-flight entertainment predicts their buying decisions.

In local government, core services – like fire protection – invariably land at the top of the list created when residents are asked about the most important City services – and core services are important. But a Key Driver Analysis, can dig deeper to identify the less obvious, but more influential services that are most related to residents' ratings of overall quality of local government services. Because services focused directly on life and safety remain essential to quality government, it is suggested that core services should remain the focus of continuous monitoring and improvement where necessary – but monitoring core services or asking residents to identify important services is not enough.

KDA was conducted for the City of Rockville by examining the relationships between ratings of each service and ratings of the City of Rockville's overall services. Those key driver services that correlated most highly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Rockville can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality.

The 2008 City of Rockville Action Chart™ on page 44 combines three dimensions of performance:

- Trendline data. The arrows next to service boxes point up (black arrow) or down (white arrow) to indicate differences from the previous survey. If no arrow is present, service ratings were similar or not available when compared to the previous survey year.
- Comparison to the national benchmark. When a comparison is available, the background color of each service box indicates whether the service is above the norm (green, the darkest shading), similar to the norm (yellow, the lightest shading) or below the norm (red, medium shading).
- Identification of key drivers. A black key icon next to a service box notes a key driver.

Fifteen services were included in the KDA for the City of Rockville. Of these, 10 were above the benchmark, three were similar to the benchmark and none were below the benchmark (no comparisons were available for street tree maintenance and City-sponsored special events). Of the 15 services included in the KDA, 13 received ratings in 2008 that were similar to ratings

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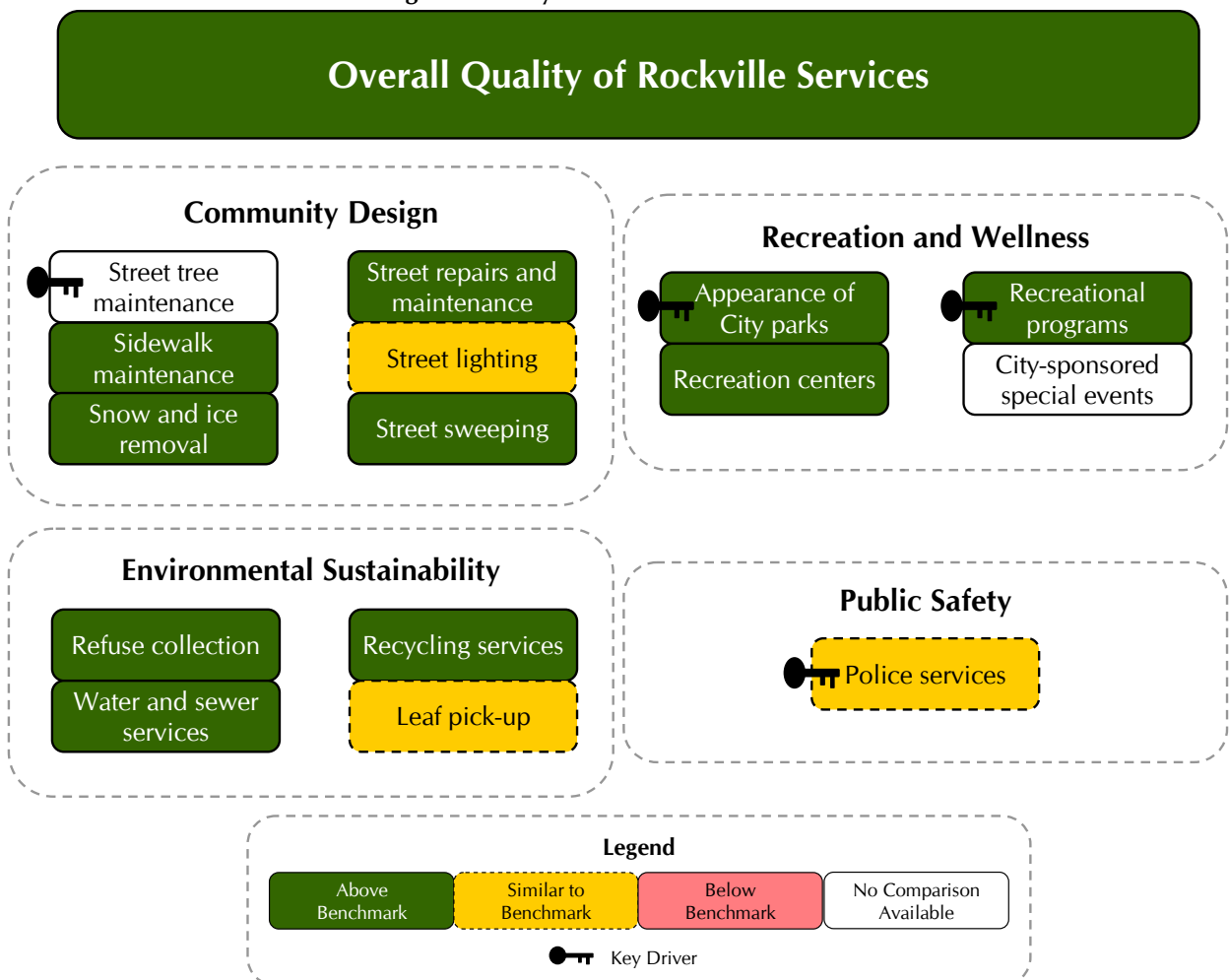
given in 2007 and three did not have comparisons available to 2007 (the appearance of parks, street tree maintenance and sidewalk maintenance). The four key drivers are shown.

Services with a high percent of respondents answering “no opinion” (i.e., more than 30%) were excluded from the analysis and were considered services that would be less influential. See *Appendix I: Frequency of Survey Responses* for the percent “don’t know” for each service.

Four of the services included in the KDA were identified as key drivers for the City: overall City of Rockville police services, appearance of City parks, recreational programs and street tree maintenance. The appearance of City parks and recreational programs were rated above the national benchmark, overall police services was similar to the benchmark and comparisons were not available for street tree maintenance. None of the ratings for the key drivers changed from 2007 to 2008.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are trending down or that are not at least similar to the benchmark. In Rockville, police services overall emerged as a service on which to focus attention and resources, as it was a key driver and similar to the national benchmark.

Figure 25: City of Rockville Action Chart™



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## Participation in and Use of Rockville Parks and Recreation

Respondents were asked how frequently, in the last 12 months, they or someone in their household had used or participated in a parks and recreation facility or program. A majority of residents reported using a Rockville park at least once in the last 12 months (83%). Six in 10 said they used a Rockville recreation center and less than half (46%) said they participated in a recreation program.

When compared to the frequency of use by residents in other jurisdictions across the country, use of Rockville recreation centers was higher than the national benchmark. Rockville residents' use of parks and participation in recreation activities was below the national benchmark.

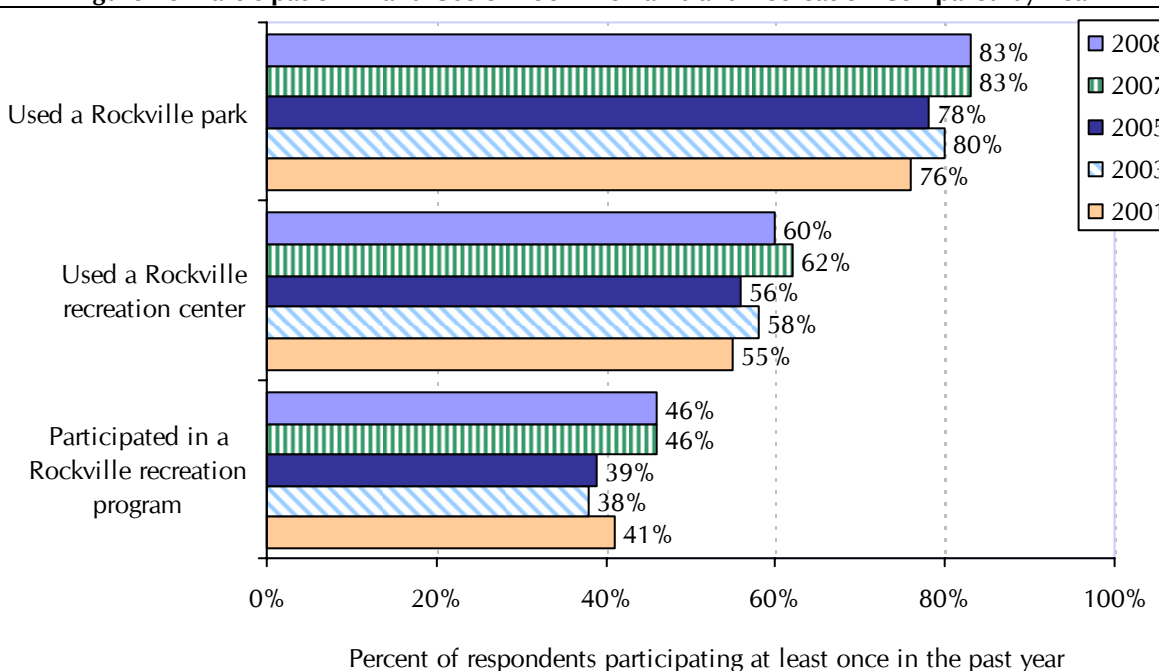
**Table 32: Participation in and Use of Rockville Parks and Recreation**

| In the last 12 months, about how many times have you, a family member in your home or other household member done the following things: | Never | Once or twice | 3 to 12 times | 13 to 26 times | More than 26 times | Total | Comparison to benchmark* |
|---|-------|---------------|---------------|----------------|--------------------|-------|--------------------------|
| Used a Rockville park   | 17%   | 25%           | 26%           | 15%            | 16%                | 100%  | Below                    |
| Used a Rockville recreation center  | 40%   | 25%           | 20%           | 7%             | 8%                 | 100%  | Above                    |
| Participated in a Rockville recreation program  | 54%   | 24%           | 14%           | 5%             | 3%                 | 100%  | Below                    |

\*Please note that the benchmark ratings show participation levels of Rockville residents compared to participation levels of residents in other jurisdictions across the country.

Use of and participation in Rockville parks and recreation facilities and programs has remained stable from 2007 to 2008, but has increased over the surveying period.

**Figure 26: Participation in and Use of Rockville Parks and Recreation Compared by Year**



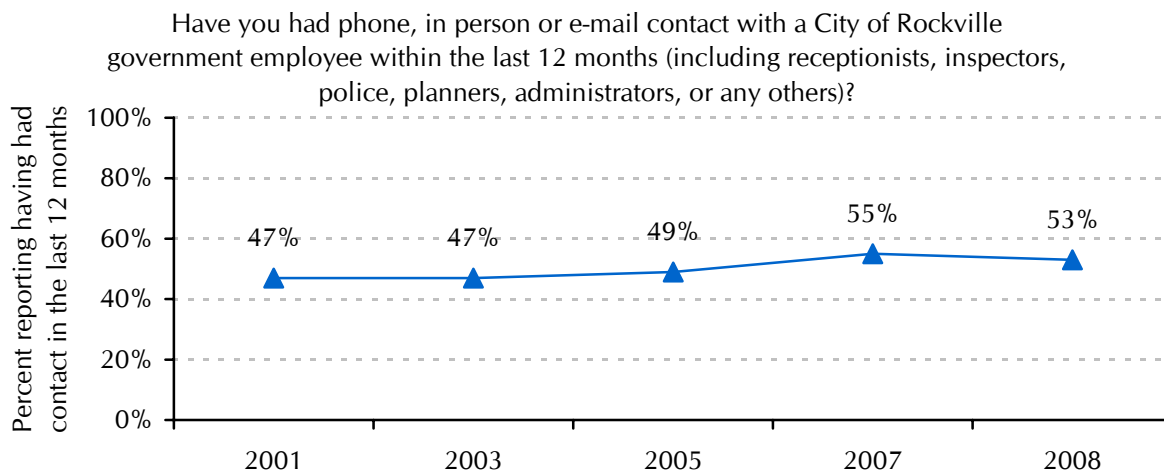
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## Communication with City Employees

As in previous survey administrations, survey respondents were asked if they had contact with a City employee in the last 12 months. Just over half of respondents reported having had contact with a City employee (53%). A smaller percentage of Rockville residents reported having contact with City employees than observed, on average, in other jurisdictions across the nation.

**Figure 27: Contact with City Employees Compared by Year**



Respondents who reported having contact with an employee were asked to evaluate five characteristics of the employee with whom they had contact. Three-quarters of respondents said the overall customer service provided was “excellent” or “good.” Eight in 10 residents felt that the employee knowledge and courtesy was “excellent” or “good” (82% and 81%, respectively). Seventy-four percent said that employee responsiveness was “good” or better and 69% felt that the follow-up was at least “good.” (Please note that 20% of respondents answered “don’t know” when assessing the follow-up from City employees. See *Appendix I: Frequency of Survey Responses* for a full set of responses including “don’t know.”)

All ratings of City employees were compared to the national benchmark. Employee knowledge and the overall customer service received ratings higher than the nation. Three characteristics of employees were given similar ratings to the national benchmark: courtesy, responsiveness and follow-up.

**Table 33: City Employees**

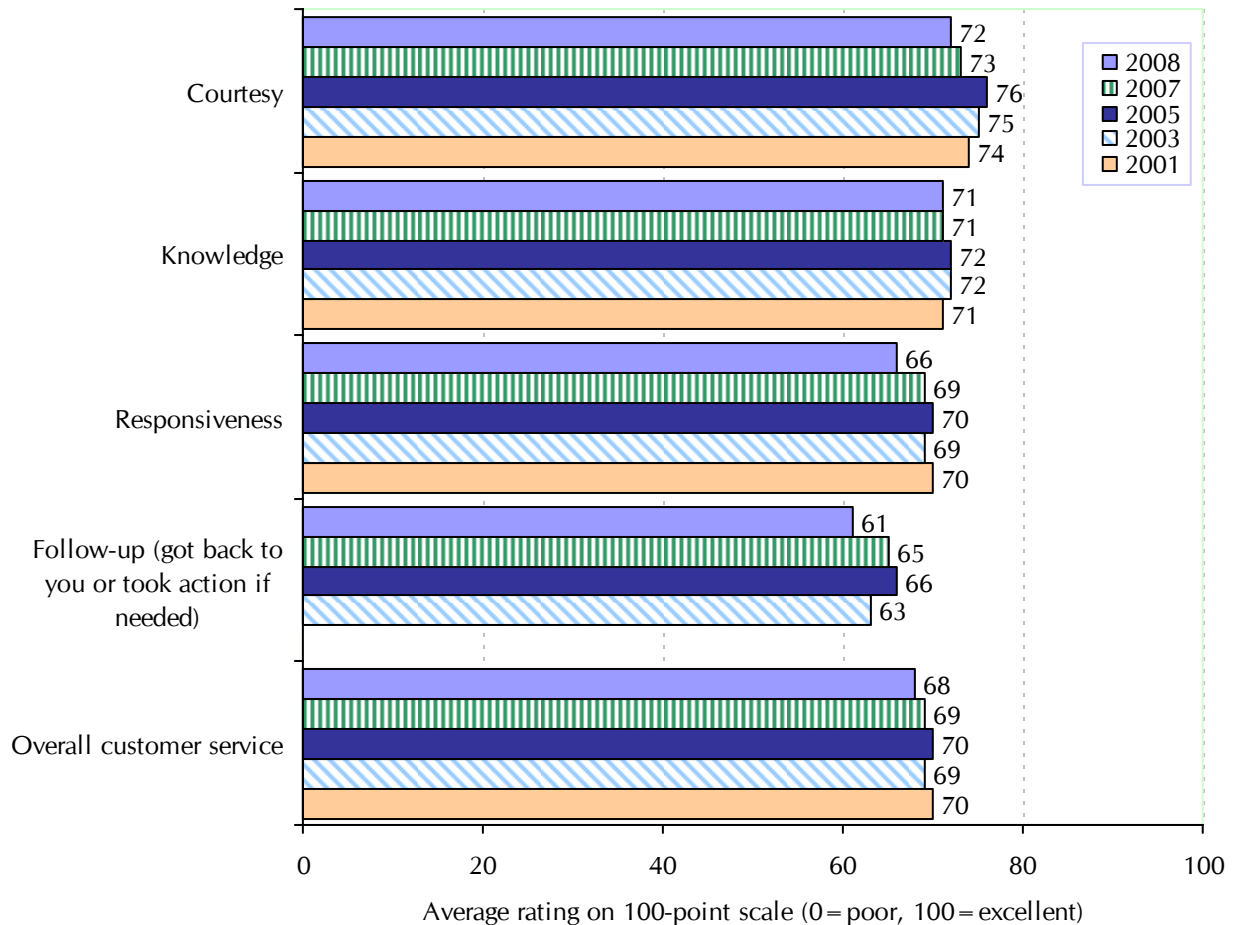
| What was your impression of City government employees in your most recent contact? | Excellent | Good | Fair | Poor | Total | Comparison to benchmark |
|--|-----------|------|------|------|-------|-------------------------|
| Courtesy   | 40%       | 41%  | 16%  | 3%   | 100%  | Similar                 |
| Knowledge  | 34%       | 48%  | 14%  | 3%   | 100%  | Above                   |
| Responsiveness   | 35%       | 39%  | 15%  | 11%  | 100%  | Similar                 |
| Follow-up (got back to you or took action if needed)                               | 34%       | 35%  | 13%  | 18%  | 100%  | Similar                 |
| Overall customer service   | 36%       | 40%  | 17%  | 8%   | 100%  | Above                   |

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When converted to the 100-point scale all ratings of employees were “good” or better except for follow-up, which received an average rating just below “good.” All ratings of employee characteristics remained stable from 2007 to 2008.

**Figure 28: City Employee Ratings Compared by Year**



*Note: In 2001, survey respondents were asked about “overall impression” rather than “overall customer service.”*

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## ***Economic Development and Sustainability***

A local government that has a vibrant economy can support job growth and will attract quality businesses. A strong focus on economic development and sustainability practices can help to attract new residents and businesses. The 2008-10 Vision Priorities for Economic Development and Sustainability are:

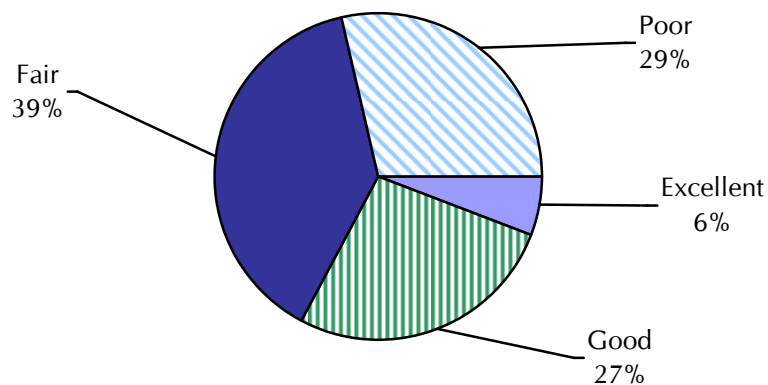
- ★ Develop and implement a city branding campaign with a goal of attracting the public to Rockville.
- ★ Encourage the business community to become more involved in civic and community activities, including the City joining the Rockville Chamber of Commerce, Montgomery County Chamber of Commerce, and Committee for Montgomery County.
- ★ Develop partnerships with local venues to increase local entertainment.

Several questions on the survey were devoted to assessing affordable housing, what residents like about living in Rockville and if residents would recommend Rockville as a place to live or visit to others.

### **Affordable Housing**

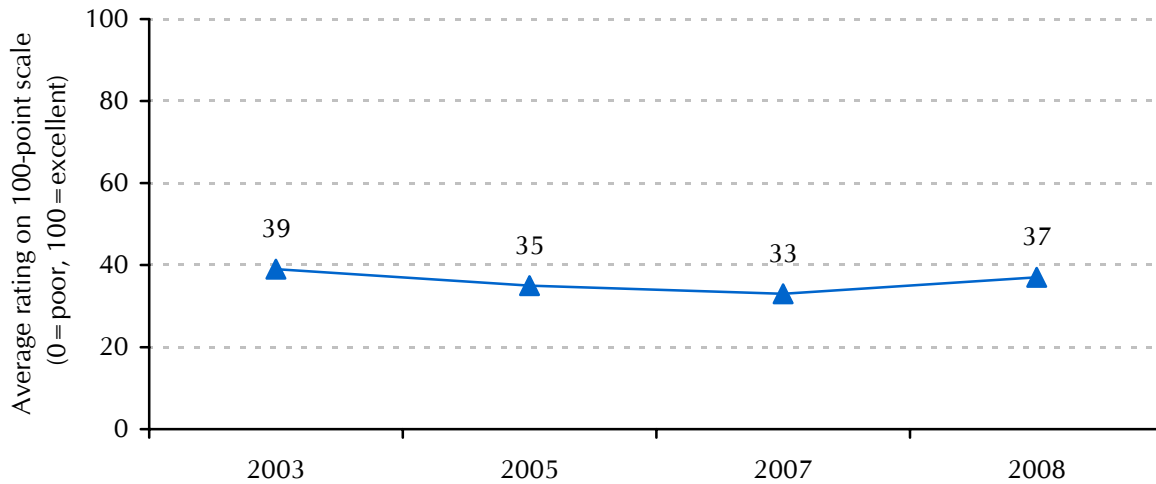
When evaluating access to affordable housing, one-third of residents felt it was “excellent” or “good.” Thirty-nine percent said it was “fair” and 29% said it was “poor.” Ratings of affordable housing were similar to those given by residents in other jurisdictions across the nation.

**Figure 29: Affordable Housing in Rockville**

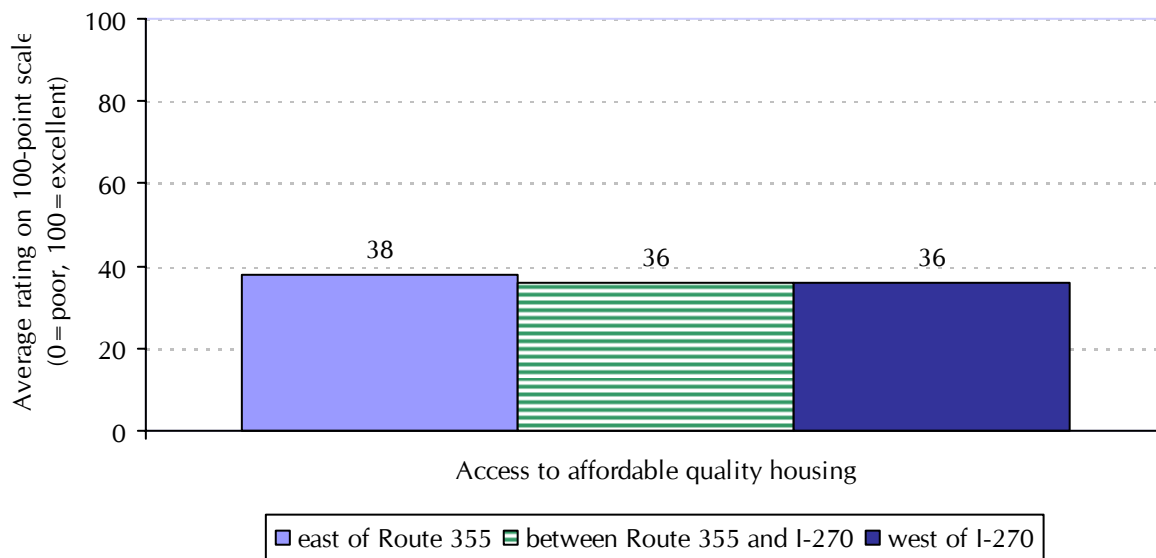


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Access to affordable housing received an average rating of 37, or just above “fair” on the 100-point scale. This rating was similar to the rating given in 2007.

**Figure 30: Ratings of Affordable Housing Compared by Year**

When compared by geographic area, residents in each of the three areas gave similar ratings to access to affordable housing.

**Figure 31: Ratings of Affordable Housing Compared by Geographic Area**

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## Living in Rockville

New to the 2008 survey were two questions asking respondents what they liked most about living in Rockville and if they would recommend Rockville as a place to live or visit. When selecting what they liked most about living in the city, most residents mentioned location (46%) and neighborhoods (15%). Other reasons mentioned by less than 10% of respondents included schools, the people, parks and shopping.

**Table 34: Like Most about Living in Rockville**

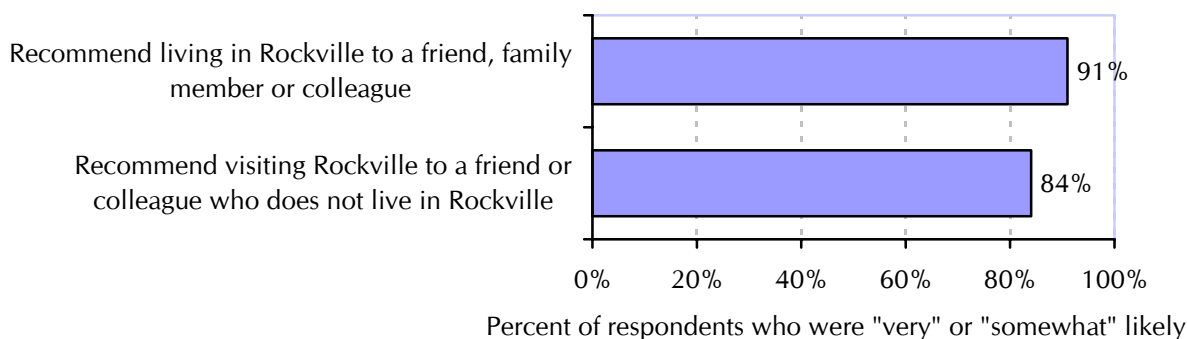
| What one thing do you like most about living in Rockville? | Percent of respondents |
|--|------------------------|
| Location   | 46%                    |
| Neighborhoods  | 15%                    |
| Schools  | 9%                     |
| People   | 6%                     |
| Parks  | 5%                     |
| Shopping   | 5%                     |
| Culture/entertainment                                      | 3%                     |
| Size   | 2%                     |
| Jobs   | 2%                     |
| History  | 1%                     |
| Other  | 4%                     |
| Total  | 100%                   |

Half of respondents (52%) said they would be “very” likely to recommend living in Rockville to a friend, family member or colleague. Four in 10 said they would be “somewhat” likely to recommend living in Rockville to someone and only 9% said they would be unlikely. Residents responded similarly when asked if they would recommend visiting Rockville to someone who does not live in the city. About half (46%) said they would be “very” likely, 37% felt they would be “somewhat” likely and 16% were unlikely to recommend visiting Rockville to someone who does not live in the city.

**Table 35: Likelihood of Recommending Rockville**

| How likely or unlikely are you to do the following:                                  | Very likely | Somewhat likely | Somewhat unlikely | Very unlikely | Total |
|--|-------------|-----------------|-------------------|---------------|-------|
| Recommend living in Rockville to a friend, family member or colleague                | 52%         | 39%             | 6%                | 3%            | 100%  |
| Recommend visiting Rockville to a friend or colleague who does not live in Rockville | 46%         | 37%             | 11%               | 5%            | 100%  |

**Figure 32: Likelihood of Recommending Rockville**



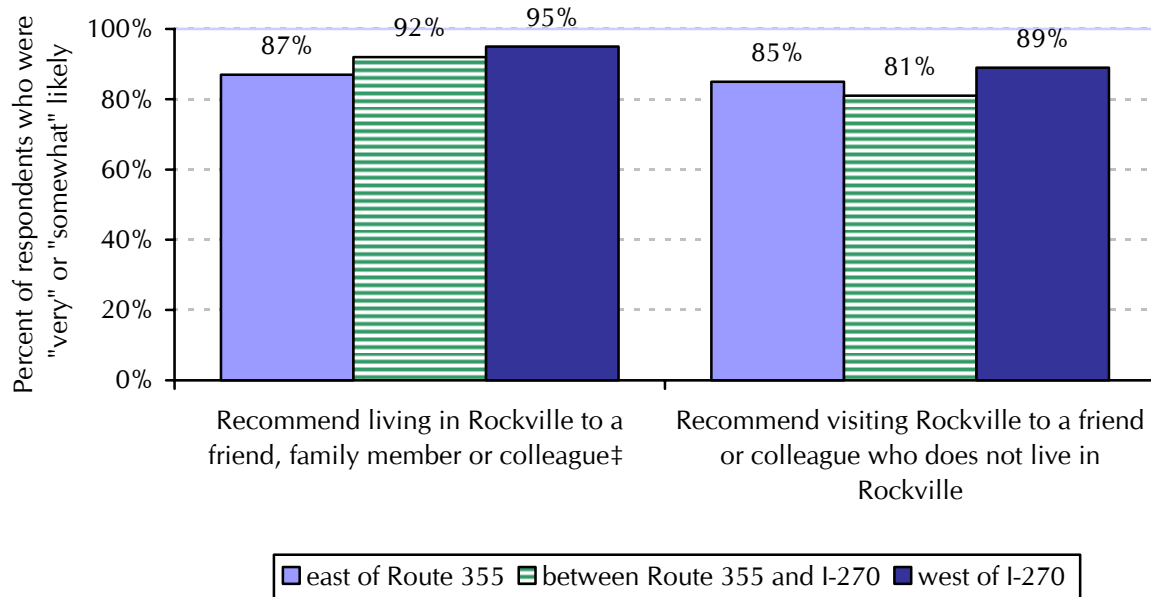
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Eighty percent or more of residents living in each of the three areas in Rockville said they would recommend living in Rockville to a friend, family member or college and recommend visiting Rockville to someone living outside the city. Residents living east of Route 355 were slightly less likely to recommend living in Rockville to a friend, family member or colleague than those living in other areas of the city.

**Figure 33: Likelihood of Recommending Rockville Compared by Geographic Area**



‡ Denotes a significant difference between responses given by residents living in different areas of the city

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## Community Engagement

Every local government faces the challenge of keeping its residents informed about services, programs and policies. Civic engagement is an important part of any community, and it begins with communication between the City and its residents. The following are the 2008-10 Vision Priorities for Community Engagement:

- ★ Improve the effectiveness and inclusiveness of citizen input systems, with the objective of achieving broad and unifying consensus.
- ★ Increase resources for web-based and other technology-based methods for information dissemination.

A large portion of the 2008 survey was devoted to capturing residents' opinions about communication with the City including trust in and communication from the City government, where residents get information, the amount of information received and perceptions on why Rockville residents do not vote in local elections.

## Public Trust

Respondents were given four statements regarding public trust and asked the extent to which they agreed or disagreed with each. Seven in 10 residents (71%) agreed that the City welcomes citizen involvement. About two-thirds of respondents agreed that they receive good value for the City taxes they pay (64%) and were pleased with the overall direction the City government was taking (64%). Fewer respondents agreed that the City budgeting process was open and understandable to residents (49%), with only 10% voicing "strong" agreement with this statement. This was a new question in 2008. (Please note that 20% or more of respondents selected "don't know" when assessing the following statements: the City of Rockville government welcomes citizen involvement and the City of Rockville budgeting process is open and understandable to residents. See *Appendix I: Frequency of Survey Responses* for a full set of responses including "don't know.")

Three of the four ratings of public trust could be compared to the benchmark database. All three statements were rated above the national benchmark.

**Table 36: Public Trust**

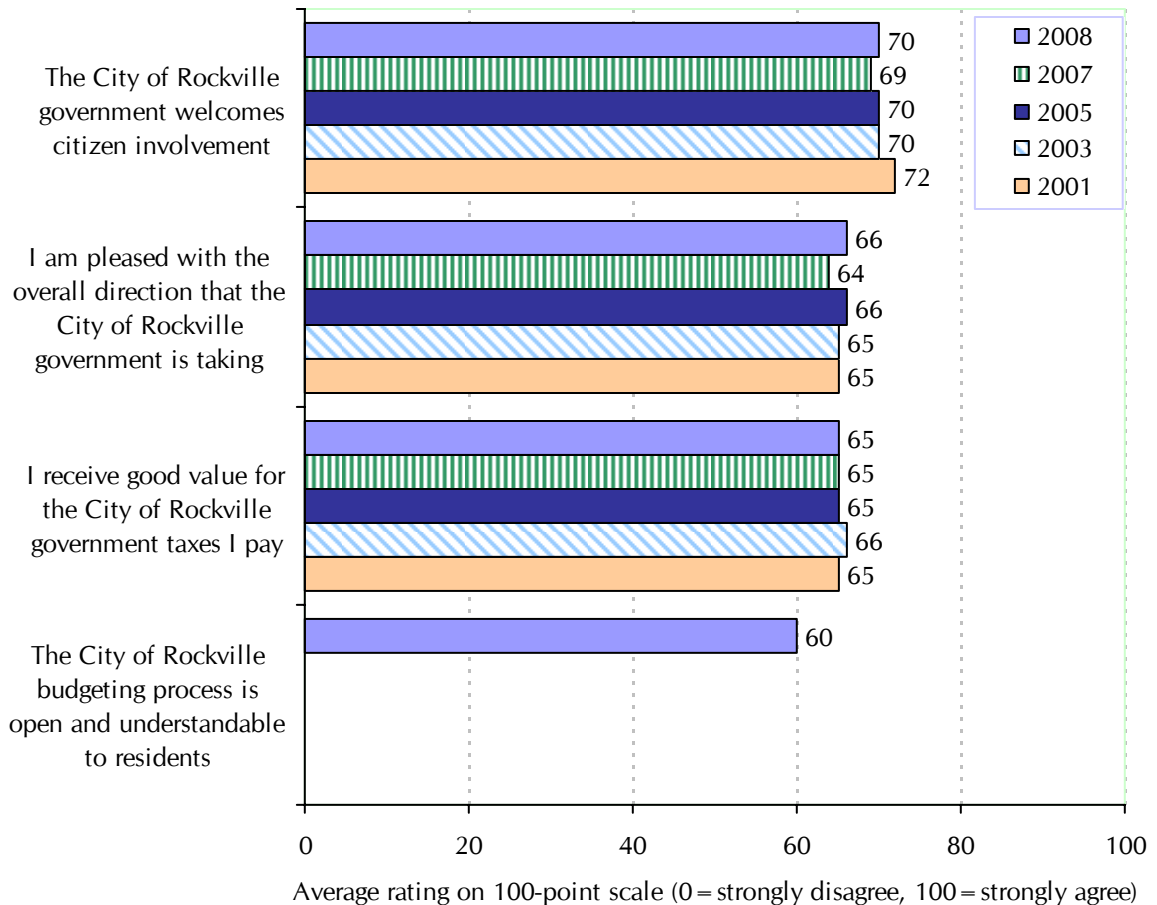
| Please rate to what extent you agree or disagree with each of the following statements. | Strongly agree | Agree | Neither agree nor disagree | Disagree | Strongly disagree | Total | Comparison to benchmark |
|---|----------------|-------|----------------------------|----------|-------------------|-------|-------------------------|
| The City of Rockville government welcomes citizen involvement†                          | 17%            | 54%   | 22%                        | 6%       | 1%                | 100%  | Above                   |
| I am pleased with the overall direction that the City of Rockville government is taking | 12%            | 52%   | 24%                        | 10%      | 2%                | 100%  | Above                   |
| I receive good value for the City of Rockville government taxes I pay                   | 14%            | 50%   | 23%                        | 11%      | 3%                | 100%  | Above                   |
| The City of Rockville budgeting process is open and understandable to residents†        | 10%            | 39%   | 33%                        | 16%      | 2%                | 100%  | NA                      |

†Denotes 20% or more of respondents who said "don't know" when asked to rate this item.

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When converted to the 100-point scale where 0 equals “strongly” disagree and 100 equals “strongly” agree, most ratings of public trust were between “agree” and “neither agree nor disagree.” The City of Rockville budgeting process is open and understandable to residents received an average rating of 60, or just below “somewhat” agree. Where comparisons were available by year, 2008 ratings were similar to those given in 2007.

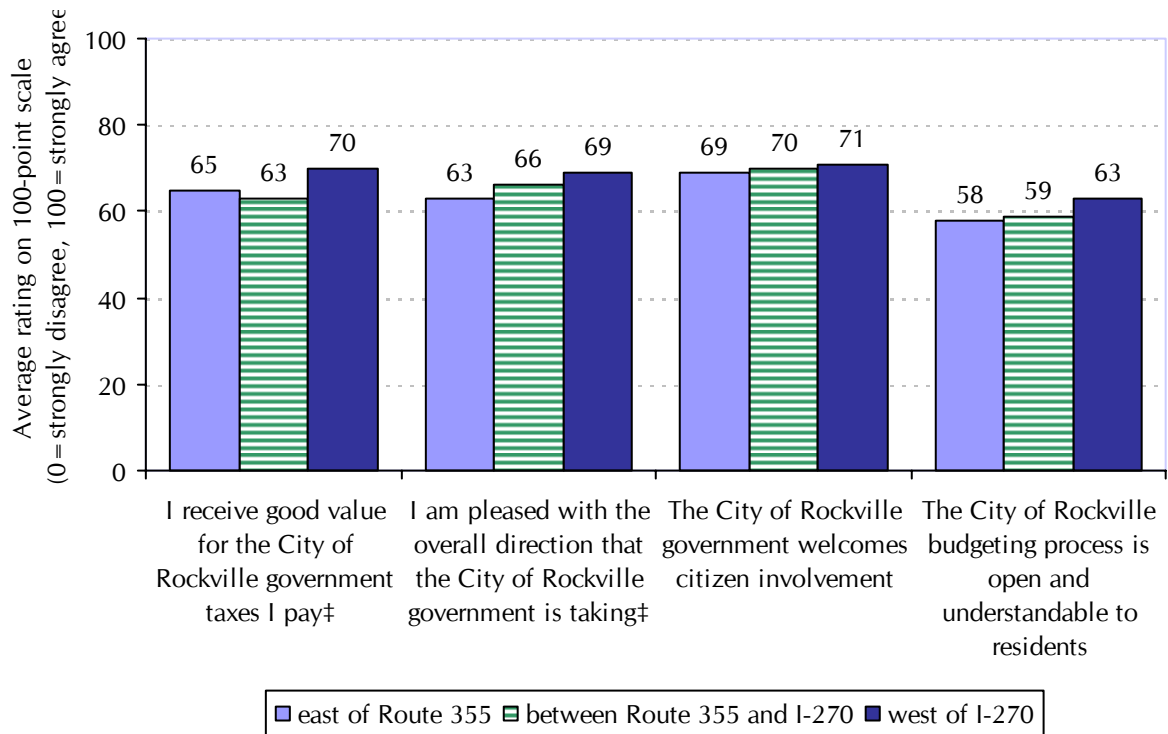
**Figure 34: Public Trust Ratings Compared by Year**



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Respondents living west of I-270 were more likely to agree with the following statements than those living in other areas of the city: I receive good value for the City of Rockville government taxes I pay and I am pleased with the overall direction that the City of Rockville government is taking.

**Figure 35: Public Trust Ratings Compared by Geographic Area**



‡ Denotes a significant difference between responses given by residents living in different areas of the city

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## City's Web Site and Cable Channel

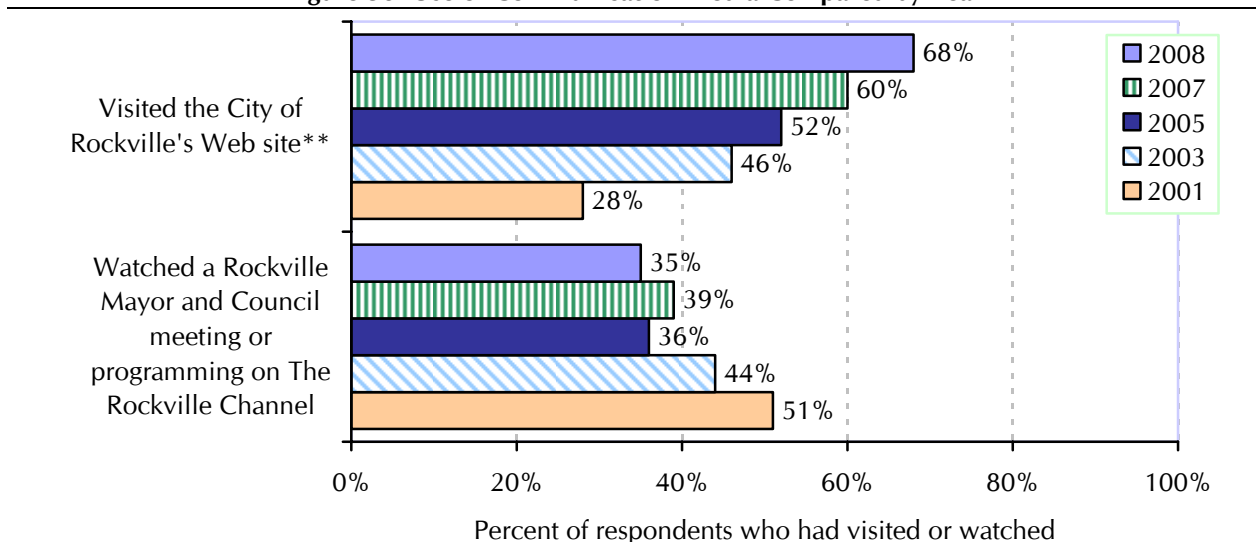
As in 2007, survey respondents in 2008 were asked how frequently they used the City Web site and watched the City cable channel programming in the last 12 months. Two-thirds of respondents (68%) reported visiting the City's Web site in the last 12 months and one-third (35%) said they watched a Mayor and Council meeting or other programming on The Rockville Channel.

**Table 37: Use of Communication Media**

| In the last 12 months, about how many times, if ever, have you done the following?  | Never | Less than once a month | 1 to 3 times a month | Once a week or more | Total |
|---|-------|------------------------|----------------------|---------------------|-------|
| Visited the City of Rockville's Web site (www.rockvillemd.gov)  | 32%   | 44%                    | 19%                  | 4%                  | 100%  |
| Watched a Rockville Mayor & Council meeting and/or other programming on The Rockville Channel (Cable Channel 11 or Video On Demand) | 65%   | 25%                    | 9%                   | 2%                  | 100%  |

In 2008, more residents reported visiting the City's Web site than in 2007 (68% versus 60%, respectively) and visitation of the Web site has been trending upward since this question was first asked in 2001. Differences between survey years could be due, in part, to changes in scale wording.

**Figure 36: Use of Communication Media Compared by Year**



\*\*Denotes a significant difference between 2008 and 2007 responses.

Note: In 2008, the question scale wording was modified from "never, 1-11 times, 1-3 times a month, once a week or more, don't know" in previous survey administrations to "never, Less than once a month, 1-3 times a month, once a week or more, don't know."

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## Information from the City

A majority of residents reported getting “most” or “a lot” of their information about the City government from *Rockville Reports* (59%) and *The Rockville Gazette* (54%). About 4 in 10 respondents got “most” or “a lot” of their information from The Recreation Guide (39%) and special mailings from the City (35%). Three in 10 or fewer respondents used the other sources for “most” or “a lot” of their information about the City.

**Table 38: Amount of Information Received From Each Source**

| How much information do you get about the Rockville City government from each of the following sources?    | Most | A lot | Some | None | Total |
|--|------|-------|------|------|-------|
| Rockville Reports (the City’s monthly newsletter)  | 37%  | 22%   | 28%  | 13%  | 100%  |
| The Rockville Gazette  | 24%  | 30%   | 25%  | 21%  | 100%  |
| The Recreation Guide (the publication produced by the City of Rockville’s Recreation and Parks Department) | 15%  | 25%   | 39%  | 21%  | 100%  |
| Special mailings from the City of Rockville  | 12%  | 23%   | 49%  | 16%  | 100%  |
| Postcards from the City of Rockville regarding nearby development  | 11%  | 18%   | 40%  | 31%  | 100%  |
| The Washington Post  | 11%  | 17%   | 37%  | 36%  | 100%  |
| City of Rockville’s Web site (www.rockvillemd.gov)   | 8%   | 18%   | 40%  | 34%  | 100%  |
| A civic association/homeowner association newsletter or listserve  | 7%   | 16%   | 31%  | 45%  | 100%  |
| Word-of-mouth  | 6%   | 15%   | 52%  | 27%  | 100%  |
| Network television   | 7%   | 8%    | 33%  | 52%  | 100%  |
| The Rockville Channel (Cable Channel 11 or Video On Demand)  | 2%   | 7%    | 24%  | 68%  | 100%  |

Fewer residents in 2008 than in 2007 reported using *Rockville Reports* for “most” or “a lot” of their information, although it was still the most used source (59% versus 66%).

**Table 39: Amount of Information Received From Each Source Compared by Year**

| How much information do you get about the Rockville City government from each of the following sources?    | 2008 | 2007 | 2005 | 2003 | 2001 |
|--|------|------|------|------|------|
| Rockville Reports (the City’s monthly newsletter)**  | 59%  | 66%  | 67%  | 52%  | 49%  |
| The Rockville Gazette  | 54%  | 58%  | 50%  | 55%  | 57%  |
| The Recreation Guide (the publication produced by the City of Rockville’s Recreation and Parks Department) | 39%  | 42%  | 38%  | 45%  | 51%  |
| Special mailings from the City of Rockville  | 35%  | 35%  | 28%  | 29%  | 31%  |
| Postcards from the City of Rockville regarding nearby development  | 29%  | 30%  | 24%  | 23%  | 22%  |
| The Washington Post  | 28%  | 27%  | 21%  | 28%  | NA   |
| City of Rockville’s Web site (www.rockvillemd.gov)   | 26%  | 22%  | 19%  | 13%  | NA   |
| A civic association/homeowner association newsletter or listserve  | 24%  | 20%  | NA   | NA   | NA   |
| Word-of-mouth  | 21%  | NA   | NA   | NA   | NA   |
| Network television   | 15%  | NA   | NA   | NA   | NA   |
| The Rockville Channel (Cable Channel 11 or Video On Demand)  | 9%   | 11%  | 13%  | 11%  | NA   |

Percent getting “most” or “a lot” of information

\*\*Denotes a significant difference between 2008 and 2007 responses.

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After indicating the sources they used to get information about the City, residents were asked whether or not they received “more than enough,” “enough” or “not enough” information. About 6 in 10 residents said they received “enough” information about each of the 14 government functions or activities listed. The government functions or activities residents were most likely to feel they do not receive enough information about were construction projects, land use planning and development and City of Rockville budget information.

**Table 40: Amount of Information about City Government Functions or Activities**

| <b>When thinking about the amount of information you receive about each of the City of Rockville government functions or activities listed below, do you feel you receive more than enough information, enough information or not enough information?</b> | <b>More than enough</b> | <b>Enough</b> | <b>Not enough</b> | <b>Total</b> |
|---|-------------------------|---------------|-------------------|--------------|
| Recreation and Park activities  | 10%                     | 75%           | 16%               | 100%         |
| Special events (such as outdoor concerts in Town Center, Farmer’s Market, July 4th fireworks, Science Day, Hometown Holidays, or Car Show)  | 12%                     | 72%           | 16%               | 100%         |
| Arts and cultural events  | 8%                      | 69%           | 23%               | 100%         |
| Boards and Commissions  | 4%                      | 66%           | 31%               | 100%         |
| Opportunities to participate in public process  | 4%                      | 64%           | 32%               | 100%         |
| Mayor and Council actions   | 5%                      | 63%           | 32%               | 100%         |
| Historic District designations  | 5%                      | 63%           | 32%               | 100%         |
| Activities in my neighborhood   | 5%                      | 62%           | 33%               | 100%         |
| Volunteer opportunities   | 5%                      | 61%           | 34%               | 100%         |
| Environmental initiatives   | 5%                      | 60%           | 35%               | 100%         |
| City of Rockville budget information  | 4%                      | 58%           | 38%               | 100%         |
| Land use planning & development   | 4%                      | 57%           | 39%               | 100%         |
| Construction projects   | 4%                      | 56%           | 41%               | 100%         |

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In 2008, fewer residents felt they received “enough” information from the City about the following functions or activities than in 2007: recreation and park activities, neighborhood activities, land use planning & development, arts and cultural events and City of Rockville budget information. Differences between survey years may be at least partially attributable to changes in scale and question wording.

**Table 41: Amount of Information About City Government Functions or Activities Compared by Year**

| <b>When thinking about the amount of information you receive about each of the City of Rockville government functions or activities listed below, do you feel you receive more than enough information, enough information or not enough information?</b> | <b>2008</b> | <b>2007</b> | <b>2005</b> |
|---|-------------|-------------|-------------|
| Recreation and Park activities**  | 75%         | 82%         | 78%         |
| Special events (such as outdoor concerts in Town Center, Farmer’s Market, July 4th fireworks, Science Day, Hometown Holidays, or Car Show)  | 72%         | 76%         | 72%         |
| Arts and cultural events  | 69%         | 74%         | 71%         |
| Boards and Commissions  | 66%         | 68%         | 65%         |
| Opportunities to participate in public process  | 64%         | NA          | NA          |
| Mayor and Council actions   | 63%         | 66%         | 66%         |
| Historic District designations  | 63%         | 65%         | 63%         |
| Activities in my neighborhood**   | 62%         | 68%         | 66%         |
| Volunteer opportunities   | 61%         | 63%         | 62%         |
| Environmental initiatives   | 60%         | NA          | NA          |
| City of Rockville budget information  | 58%         | 63%         | 63%         |
| Land use planning & development**   | 57%         | 63%         | 67%         |
| Construction projects   | 56%         | 60%         | 61%         |

Percent getting “enough” information

\*\*Denotes a significant difference between 2008 and 2007 responses.

Note: The scale changed slightly in 2008 from previous years. In 2008, the scale was “more than enough,” “enough” and “not enough.” In 2005 and 2007 the scale use was “not enough information,” “about the right amount” and “too much information.” “Arts and cultural events” in 2008 was “Cultural events” in 2007 and 2005. “Land use planning & development” in 2008 was “Planned and ongoing developments” in 2007 and 2005.

Another new question to the 2008 survey asked residents about their preferred method of communication for two different types of information from the City. For both news about events and activities in the city and for Rockville government news, respondents’ first preferred method of communication was *Rockville Reports* (46% and 44%, respectively), followed by mail (23% and 22%, respectively) and email (20% and 16%, respectively). Residents least preferred method of communication was public meetings.

**Table 42: Preferred Method of Communication**

| <b>Below are two types of information you can receive from the City of Rockville. Please indicate which single method of communication you prefer to receive information about each of the following.</b> | <b>The City Web site</b> | <b>Email</b> | <b>Rockville Reports</b> | <b>The Rockville Channel</b> | <b>Mail</b> | <b>Public Meetings</b> | <b>Total</b> |
|---|--------------------------|--------------|--------------------------|------------------------------|-------------|------------------------|--------------|
| News about events and activities in the city  | 8%                       | 20%          | 46%                      | 2%                           | 23%         | 1%                     | 100%         |
| Rockville government news   | 12%                      | 16%          | 44%                      | 5%                           | 22%         | 1%                     | 100%         |



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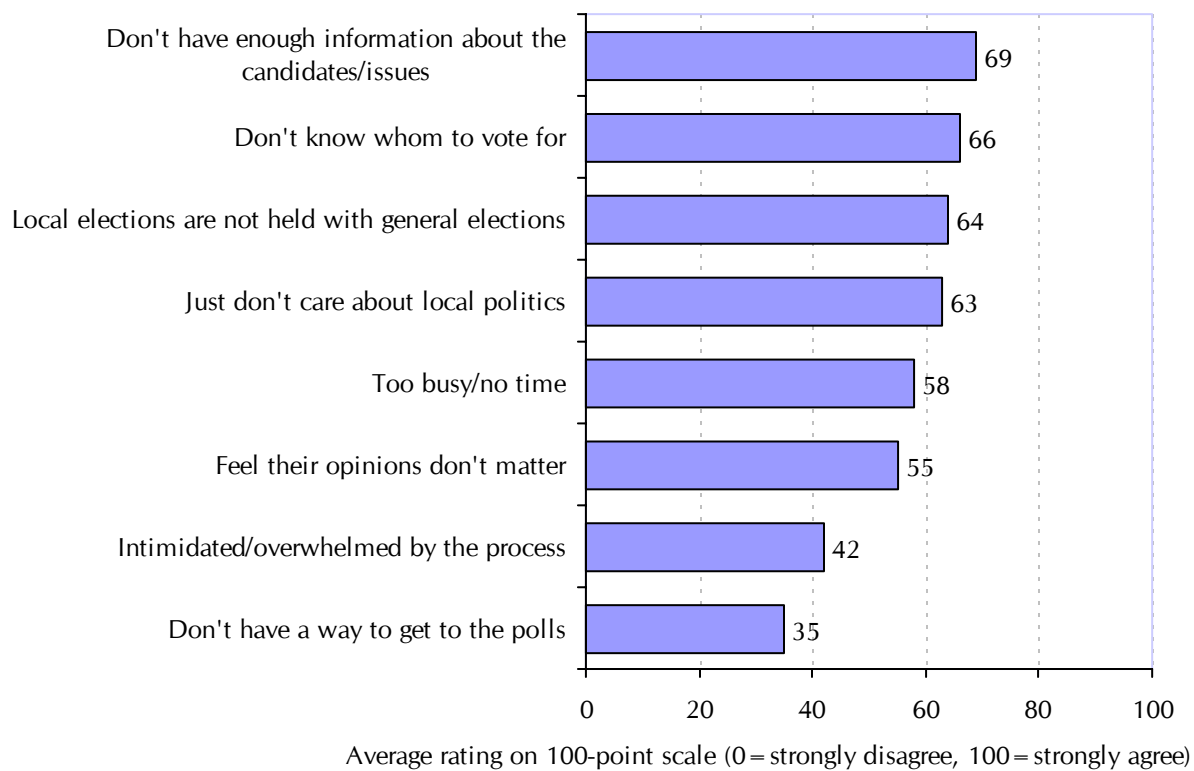
## Voting Behavior

New to the 2008 survey was a question regarding voting behavior of Rockville residents. Survey respondents were asked to indicate the extent to which they agreed or disagreed with a list of eight reasons as to why people do not vote in the local elections for Mayor and Council. A majority of respondents felt that people do not vote in local elections because they do not have enough information about the candidates or issues (69%) and they do not know for whom to vote (65%). Half or more agreed that residents do not vote because local elections are not held with general elections (54%), they just don't care about local politics (58%) and that they are too busy or have no time (51%). Respondents felt the least likely reason was because residents do not have a way to get to the polls (13% agreed with this reason).

**Table 43: Reasons Why People Don't Vote in Local Elections**

| <b>Many people do not vote in the local elections for Mayor and City Council. Please indicate the extent to which you agree or disagree that each of following reasons may be why people choose not to vote in local elections.</b> | <b>Strongly agree</b> | <b>Agree</b> | <b>Neither agree nor disagree</b> | <b>Disagree</b> | <b>Strongly disagree</b> | <b>Total</b> |
|---|-----------------------|--------------|-----------------------------------|-----------------|--------------------------|--------------|
| Don't have enough information about the candidates/issues   | 24%                   | 45%          | 17%                               | 10%             | 3%                       | 100%         |
| Don't know whom to vote for   | 15%                   | 50%          | 20%                               | 11%             | 3%                       | 100%         |
| Local elections are not held with general elections   | 22%                   | 32%          | 28%                               | 13%             | 4%                       | 100%         |
| Just don't care about local politics  | 15%                   | 43%          | 24%                               | 14%             | 4%                       | 100%         |
| Too busy/no time  | 14%                   | 37%          | 24%                               | 20%             | 6%                       | 100%         |
| Feel their opinions don't matter  | 9%                    | 30%          | 36%                               | 19%             | 5%                       | 100%         |
| Intimidated/overwhelmed by the process  | 3%                    | 17%          | 35%                               | 33%             | 12%                      | 100%         |
| Don't have a way to get to the polls  | 2%                    | 11%          | 27%                               | 41%             | 18%                      | 100%         |

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**Figure 37: Reasons Why People Don't Vote in Local Elections**

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## Additional Comments

One question on the survey was dedicated to allowing those completing the survey to write in responses to an open-ended question regarding any other comments they had about living in Rockville or the services provided by the City.

About two out of five respondents accepted the invitation to record an observation or make a statement. Of those making a comment, 17% wrote in that Rockville was a great place to live, or that the City provided good services. About 13% reported issues of cost of living and/or tax rates. Ten percent mentioned needing information or communication from the City. Other issues raised by respondents can be seen in the table below. A complete set of the verbatim comments made by respondents can be found in *Appendix I: Frequency of Survey Responses*.

**Table 44: Additional Comments**

| <b>Do you have any additional comments or suggestions that you would like to make regarding the City of Rockville and/or the city government's services and performance?</b> | <b>Percent of respondents</b> | <b>Percent of respondents making a comment</b> |
|--|-------------------------------|--|
| No comment made  | 62%                           | ----   |
| Rockville is a great place/good services   | 7%                            | 17%  |
| Cost of living and/or tax rates  | 5%                            | 13%  |
| Information/communication  | 4%                            | 10%  |
| Refuse collection services and/or cost (trash in general)  | 4%                            | 9%   |
| Code enforcement issues  | 3%                            | 7%   |
| Congestion and over-development issues   | 3%                            | 7%   |
| Police/police enforcement concerns   | 3%                            | 7%   |
| Traffic enforcement/traffic lighting/traffic cameras   | 3%                            | 7%   |
| City services  | 2%                            | 6%   |
| Pedestrian problems or suggestions   | 2%                            | 5%   |
| Leaf collection issues   | 2%                            | 5%   |
| City employees/staff   | 2%                            | 5%   |
| Activities/Shopping  | 2%                            | 5%   |
| Parking issues   | 1%                            | 4%   |
| Roads  | 1%                            | 4%   |
| Enthusiasm for Town Center   | 1%                            | 4%   |
| Trees  | 1%                            | 3%   |
| Water  | 1%                            | 3%   |
| Transportation   | 1%                            | 2%   |
| Safety concerns  | 1%                            | 2%   |
| Comments about the survey  | 1%                            | 2%   |
| Other  | 4%                            | 11%  |

\*Total may exceed 100% as respondents could select more than one answer.

Please note: The column labeled "Percent of respondents" includes all respondents to the survey. The column labeled "Percent of respondents making a comment" includes only the 313 residents who responded to question 17.

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## ***In Conclusion***

➤ **Rockville fares well compared to national benchmarks**

Of the 61 City services and community characteristics included on the survey for which national benchmark comparisons were available, Rockville's ratings were higher for 41 (67%) of these services or characteristics. Only eight (13%) of the 60 services or characteristics were rated lower than the national benchmark, while 12 (20%) were given ratings similar to the national benchmarks.

➤ **Rockville residents continue to feel positively about life in their community**

Virtually all (94%) of Rockville residents surveyed rated the quality of life in Rockville as "excellent" or "good." These ratings have remained stable since residents began being surveyed in 2001. In fact, most ratings have shown great stability during variable economic circumstances and change in the Rockville population.

➤ **Rockville City services are given high ratings by residents**

Nearly 9 in 10 surveyed residents (86%) rated the overall quality of services in Rockville as "good" or "excellent." This rating was above the national benchmark comparison. Of the 27 City services rated by residents on the survey for which benchmark comparisons were available, 21 were above the national benchmarks while six were similar to the national benchmarks. No services were below.

➤ **A small decline in safety ratings indicates that this may be an area in which to focus improvements**

About half of Rockville residents reported they feel "very safe" in their neighborhood or in business areas during the day. Only 2% to 3% reported feeling unsafe. However, these ratings were below the national benchmark. Safety ratings in 2008 were similar to those given in 2007, but feelings of safety in their neighborhood at night and during the day and in business areas during the day have declined somewhat over the surveying period.

Ratings of police services and street lighting were given ratings similar to the national benchmark. Police service is a core services and was found to be a key driver of overall ratings of City services, further emphasizing that this may be an area on which the City focuses improvements.

➤ **Residents feel it is fairly easy to get around the city, and is getting easier for bicycles**

Ease of travel in Rockville by car, by transit and by bicycle were all rated above the national benchmarks. Ease of travel by walking was rated similar to the national benchmark. The rating of ease of travel by bicycle increased somewhat in 2008 compared to previous years, and may mark improvements in bicycle facilities or bicycle safety in the community.

➤ **Rockville city government is viewed favorably, but residents desire more transparency and understanding of the budgeting process**

About two-thirds of surveyed residents agreed that the City of Rockville government welcomes citizen involvement, that they are pleased with the overall direction that the City of Rockville government is taking and that they receive good value for the City of Rockville government taxes they pay. These ratings were above the national benchmark comparisons. However, just under half of respondents agreed that the budgeting process is open and understandable to residents, and nearly one in five disagreed with this statement.

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## Appendix I: Frequency of Survey Responses

This section contains the complete frequency of responses to the survey questions, including “don’t know” responses. In some cases, these responses were eliminated from analyses in the body of the report. Most of the analyses in the body of the report were for respondents who had an opinion. Eliminating “don’t know” responses allows for easier comparison between evaluative responses.

| Question 1: Quality of Life Ratings   |           |      |      |      |            |       |
|---|-----------|------|------|------|------------|-------|
| Please rate your quality of life in Rockville.                                | Excellent | Good | Fair | Poor | Don't know | Total |
| Overall, how would you describe the quality of life in the City of Rockville? | 34%       | 59%  | 5%   | 1%   | 0%         | 100%  |
| How do you rate the overall quality of your neighborhood?                     | 31%       | 53%  | 12%  | 3%   | 1%         | 100%  |
| How do you rate Rockville as a place to raise children?                       | 32%       | 46%  | 9%   | 2%   | 11%        | 100%  |
| How do you rate Rockville as a place to retire?                               | 14%       | 32%  | 25%  | 12%  | 17%        | 100%  |

| Question 2: City of Rockville Characteristics Ratings                         |           |      |      |      |            |       |
|---|-----------|------|------|------|------------|-------|
| Please rate each of the following characteristics of Rockville.               | Excellent | Good | Fair | Poor | Don't know | Total |
| Sense of community  | 16%       | 49%  | 26%  | 6%   | 3%         | 100%  |
| Overall appearance of Rockville   | 22%       | 59%  | 16%  | 3%   | 1%         | 100%  |
| Opportunities to attend cultural or arts events                               | 31%       | 46%  | 17%  | 2%   | 4%         | 100%  |
| Openness and acceptance of the community toward people of diverse backgrounds | 27%       | 49%  | 15%  | 3%   | 7%         | 100%  |
| Access to affordable quality housing  | 5%        | 23%  | 33%  | 24%  | 14%        | 100%  |
| Ease of travel in Rockville by bicycle  | 11%       | 27%  | 22%  | 12%  | 28%        | 100%  |
| Ease of travel in Rockville by walking  | 15%       | 42%  | 27%  | 11%  | 5%         | 100%  |
| Ease of travel in Rockville by transit  | 19%       | 43%  | 20%  | 4%   | 13%        | 100%  |
| Ease of travel in Rockville by car  | 21%       | 45%  | 22%  | 10%  | 2%         | 100%  |
| Quality of new residential development  | 13%       | 38%  | 18%  | 6%   | 25%        | 100%  |
| Quality of new commercial development   | 15%       | 41%  | 21%  | 5%   | 18%        | 100%  |
| City of Rockville drinking water quality                                      | 21%       | 44%  | 20%  | 9%   | 6%         | 100%  |
| Rockville's natural environment   | 20%       | 50%  | 21%  | 6%   | 4%         | 100%  |

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**Question 3: Safety Ratings**

| How safe do you feel . . .                                  | Very safe | Reasonably safe | Somewhat safe | Somewhat unsafe | Very unsafe | Don't know | Total |
|---|-----------|-----------------|---------------|-----------------|-------------|------------|-------|
| Crossing the street in Rockville                            | 16%       | 46%             | 24%           | 8%              | 6%          | 1%         | 100%  |
| Walking alone in your neighborhood during the day           | 51%       | 36%             | 10%           | 2%              | 1%          | 0%         | 100%  |
| Walking alone in your neighborhood after dark               | 14%       | 39%             | 27%           | 12%             | 5%          | 3%         | 100%  |
| Walking alone in business areas in Rockville during the day | 48%       | 37%             | 11%           | 2%              | 0%          | 2%         | 100%  |
| Walking alone in business areas in Rockville after dark     | 10%       | 34%             | 27%           | 15%             | 5%          | 9%         | 100%  |

**Question 4: Community Participation**

| In the last 12 months, about how many times have you, a family member in your home or other household member done the following things:                             | Never | Once or twice | 3 to 12 times | 13 to 26 times | More than 26 times | Don't know | Total |
|---|-------|---------------|---------------|----------------|--------------------|------------|-------|
| Used a Rockville park   | 17%   | 25%           | 26%           | 15%            | 16%                | 1%         | 100%  |
| Used a Rockville recreation center  | 40%   | 24%           | 20%           | 7%             | 8%                 | 2%         | 100%  |
| Participated in a Rockville recreation program  | 53%   | 23%           | 14%           | 5%             | 3%                 | 2%         | 100%  |
| Attended a City-sponsored special event (such as outdoor concerts in Town Center, Farmer's Market, July 4th fireworks, Science Day, Hometown Holidays, or Car Show) | 26%   | 34%           | 31%           | 6%             | 2%                 | 0%         | 100%  |

**Question 5: Contact with City Employees**

| Have you had phone or in-person contact with a City of Rockville government employee within the last 12 months? | Percent of respondents |
|---|------------------------|
| No  | 47%                    |
| Yes   | 53%                    |
| Total   | 100%                   |

**Question 6: Employees Ratings**

| What was your impression of City government employees in your most recent contact? | Excellent | Good | Fair | Poor | Don't know | Not applicable | Total |
|--|-----------|------|------|------|------------|----------------|-------|
| Knowledge  | 34%       | 47%  | 14%  | 3%   | 1%         | 0%             | 100%  |
| Courtesy   | 39%       | 40%  | 16%  | 3%   | 0%         | 1%             | 100%  |
| Responsiveness   | 34%       | 38%  | 15%  | 11%  | 0%         | 1%             | 100%  |
| Follow-up (got back to you or took action if needed)                               | 27%       | 27%  | 10%  | 14%  | 1%         | 20%            | 100%  |
| Overall customer service   | 35%       | 39%  | 17%  | 7%   | 1%         | 1%             | 100%  |

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**Question 7: City Service Ratings**

| <b>Please rate the quality of each of the following City of Rockville government services.</b>  | <b>Excellent</b> | <b>Good</b> | <b>Fair</b> | <b>Poor</b> | <b>Don't know</b> | <b>Total</b> |
|---|------------------|-------------|-------------|-------------|-------------------|--------------|
| Refuse collection   | 38%              | 41%         | 9%          | 3%          | 10%               | 100%         |
| Recycling services  | 40%              | 37%         | 11%         | 5%          | 7%                | 100%         |
| Leaf pick-up  | 23%              | 38%         | 18%         | 6%          | 15%               | 100%         |
| Street repairs and maintenance  | 18%              | 46%         | 24%         | 8%          | 5%                | 100%         |
| Snow and ice removal  | 22%              | 44%         | 21%         | 4%          | 8%                | 100%         |
| Street sweeping   | 13%              | 42%         | 20%         | 5%          | 19%               | 100%         |
| Street lighting   | 15%              | 44%         | 24%         | 14%         | 2%                | 100%         |
| Street tree maintenance   | 15%              | 43%         | 24%         | 10%         | 8%                | 100%         |
| Sidewalk maintenance  | 15%              | 47%         | 26%         | 6%          | 6%                | 100%         |
| Residential property maintenance code enforcement   | 8%               | 26%         | 16%         | 7%          | 43%               | 100%         |
| Commercial property maintenance code enforcement  | 6%               | 22%         | 14%         | 4%          | 54%               | 100%         |
| Recreational programs   | 22%              | 41%         | 9%          | 2%          | 26%               | 100%         |
| Recreation centers  | 21%              | 40%         | 11%         | 1%          | 27%               | 100%         |
| Athletic fields (such as baseball/softball, soccer or football)   | 16%              | 38%         | 11%         | 1%          | 32%               | 100%         |
| Playgrounds (tot lots)  | 20%              | 32%         | 11%         | 2%          | 35%               | 100%         |
| Range of activities available in parks and recreation centers and facilities  | 20%              | 40%         | 15%         | 2%          | 23%               | 100%         |
| Safety of parks and recreation centers and facilities   | 17%              | 46%         | 15%         | 2%          | 21%               | 100%         |
| City-sponsored special events (such as outdoor concerts in Town Center, Farmer's Market, July 4th fireworks, Science Day, Hometown Holidays, or Car Show) | 32%              | 41%         | 10%         | 2%          | 15%               | 100%         |
| Appearance of City parks (such as Elwood Smith, Rockcrest, Twinbrook, Israel, Mattie Stepanek and Welsh Park)   | 22%              | 49%         | 10%         | 2%          | 17%               | 100%         |
| Enforcement of traffic laws by Rockville Police Department  | 19%              | 48%         | 13%         | 7%          | 13%               | 100%         |
| City of Rockville's water and sewer services  | 22%              | 53%         | 13%         | 2%          | 10%               | 100%         |
| Environmental protection and sustainability initiatives   | 11%              | 35%         | 14%         | 1%          | 38%               | 100%         |
| Rockville Senior Center programs and services   | 13%              | 16%         | 3%          | 1%          | 66%               | 100%         |
| Services to youth (summer camps/playgrounds, after school programs, childcare, teen activities, swim classes, sports etc)                                 | 15%              | 27%         | 6%          | 2%          | 50%               | 100%         |
| The Rockville Channel (Cable Channel 11) programming  | 6%               | 21%         | 9%          | 4%          | 59%               | 100%         |
| The City of Rockville's Web site (www.rockvillemd.gov)  | 13%              | 37%         | 15%         | 2%          | 33%               | 100%         |
| Building permit process   | 4%               | 12%         | 10%         | 5%          | 69%               | 100%         |
| Crime prevention efforts  | 9%               | 37%         | 17%         | 4%          | 33%               | 100%         |
| Overall City of Rockville police services   | 18%              | 50%         | 17%         | 2%          | 13%               | 100%         |

**Question 8: Overall Quality of Services**

| <b>Please rate the condition of each of the following within Rockville.</b> | <b>Excellent</b> | <b>Good</b> | <b>Fair</b> | <b>Poor</b> | <b>Don't know</b> | <b>Total</b> |
|---|------------------|-------------|-------------|-------------|-------------------|--------------|
| Overall, how would you rate the quality of services in Rockville?           | 22%              | 63%         | 13%         | 1%          | 1%                | 100%         |

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**Question 9: Public Trust**

| <b>Please rate to what extent you agree or disagree with each of the following statements.</b> | <b>Strongly agree</b> | <b>Agree</b> | <b>Neither agree nor disagree</b> | <b>Disagree</b> | <b>Strongly disagree</b> | <b>Don't know</b> | <b>Total</b> |
|--|-----------------------|--------------|-----------------------------------|-----------------|--------------------------|-------------------|--------------|
| I receive good value for the City of Rockville government taxes I pay                          | 13%                   | 46%          | 21%                               | 10%             | 3%                       | 7%                | 100%         |
| I am pleased with the overall direction that the City of Rockville government is taking        | 11%                   | 47%          | 22%                               | 9%              | 2%                       | 11%               | 100%         |
| The City of Rockville government welcomes citizen involvement                                  | 14%                   | 43%          | 18%                               | 5%              | 1%                       | 20%               | 100%         |
| The City of Rockville budgeting process is open and understandable to residents                | 6%                    | 25%          | 21%                               | 10%             | 1%                       | 37%               | 100%         |

**Question 10: Frequency of Watching The Rockville Channel or Visiting the City Web Site in Last 12 Months**

| <b>In the last 12 months, about how many times, if ever, have you done the following?</b>   | <b>Never</b> | <b>Less than once a month</b> | <b>1 to 3 times a month</b> | <b>Once a week or more</b> | <b>Don't know</b> | <b>Total</b> |
|---|--------------|-------------------------------|-----------------------------|----------------------------|-------------------|--------------|
| Visited the City of Rockville's Web site (www.rockvillemd.gov)  | 32%          | 43%                           | 19%                         | 4%                         | 2%                | 100%         |
| Watched a Rockville Mayor & Council meeting and/or other programming on The Rockville Channel (Cable Channel 11 or Video On Demand) | 62%          | 24%                           | 8%                          | 2%                         | 3%                | 100%         |

**Question 11: Amount of Information from Sources**

| <b>How much information do you get about the Rockville City government from each of the following sources?</b> | <b>Most</b> | <b>A lot</b> | <b>Some</b> | <b>None</b> | <b>Total</b> |
|--|-------------|--------------|-------------|-------------|--------------|
| Rockville Reports (the City's monthly newsletter)  | 37%         | 22%          | 28%         | 13%         | 100%         |
| The Rockville Channel (Cable Channel 11 or Video On Demand)  | 2%          | 7%           | 24%         | 68%         | 100%         |
| City of Rockville's Web site (www.rockvillemd.gov)   | 8%          | 18%          | 40%         | 34%         | 100%         |
| The Recreation Guide (the publication produced by the City of Rockville's Recreation and Parks Department)     | 15%         | 25%          | 39%         | 21%         | 100%         |
| Special mailings from the City of Rockville  | 12%         | 23%          | 49%         | 16%         | 100%         |
| Postcards from the City of Rockville regarding nearby development  | 11%         | 18%          | 40%         | 31%         | 100%         |
| The Rockville Gazette  | 24%         | 30%          | 25%         | 21%         | 100%         |
| The Washington Post  | 11%         | 17%          | 37%         | 36%         | 100%         |
| Network television   | 7%          | 8%           | 33%         | 52%         | 100%         |
| A civic association/homeowner association newsletter or listserve  | 7%          | 16%          | 31%         | 45%         | 100%         |
| Word-of-mouth  | 6%          | 15%          | 52%         | 27%         | 100%         |



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**Question 12: Preferred Method of Communication**

| <b>Below are two types of information you can receive from the City of Rockville. Please indicate which single method of communication you prefer to receive information about each of the following.</b> | <b>The City Web site</b> | <b>Email</b> | <b>Rockville Reports</b> | <b>The Rockville Channel</b> | <b>Mail</b> | <b>Public Meetings</b> | <b>Don't know</b> | <b>Total</b> |
|---|--------------------------|--------------|--------------------------|------------------------------|-------------|------------------------|-------------------|--------------|
| News about events and activities in the city  | 8%                       | 19%          | 43%                      | 2%                           | 21%         | 1%                     | 5%                | 100%         |
| Rockville government news   | 11%                      | 15%          | 41%                      | 5%                           | 21%         | 1%                     | 7%                | 100%         |

**Question 13: Amount of Information About City Government Functions or Activities**

| <b>Please indicate whether you think you receive enough information about each of the following City of Rockville government functions or activities.</b> | <b>More than enough</b> | <b>Enough</b> | <b>Not enough</b> | <b>Total</b> |
|---|-------------------------|---------------|-------------------|--------------|
| Mayor and Council actions   | 5%                      | 63%           | 32%               | 100%         |
| Environmental initiatives   | 5%                      | 60%           | 35%               | 100%         |
| Special events (such as outdoor concerts in Town Center, Farmer's Market, July 4th fireworks, Science Day, Hometown Holidays, or Car Show)                | 12%                     | 72%           | 16%               | 100%         |
| Recreation and Park activities  | 10%                     | 75%           | 16%               | 100%         |
| Activities in my neighborhood   | 5%                      | 62%           | 33%               | 100%         |
| Arts and cultural events  | 8%                      | 69%           | 23%               | 100%         |
| Land use planning & development   | 4%                      | 57%           | 39%               | 100%         |
| Construction projects   | 4%                      | 56%           | 41%               | 100%         |
| Opportunities to participate in public process  | 4%                      | 64%           | 32%               | 100%         |
| Boards and Commissions  | 4%                      | 66%           | 31%               | 100%         |
| Historic District designations  | 5%                      | 63%           | 32%               | 100%         |
| Volunteer opportunities   | 5%                      | 61%           | 34%               | 100%         |
| City of Rockville budget information  | 4%                      | 58%           | 38%               | 100%         |

**Question 14: Like Most About Living in Rockville**

| <b>What one thing do you like most about living in Rockville?</b> | <b>Percent of respondents</b> |
|---|-------------------------------|
| People  | 6%                            |
| Neighborhoods   | 15%                           |
| Shopping  | 5%                            |
| Size  | 2%                            |
| Location  | 46%                           |
| History   | 1%                            |
| Parks   | 5%                            |
| Culture/entertainment   | 3%                            |
| Jobs  | 2%                            |
| Schools   | 9%                            |
| Other   | 4%                            |

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**Question 15: Likelihood of Recommending Rockville**

| <b>How likely or unlikely are you to do the following:</b>                           | <b>Very likely</b> | <b>Somewhat likely</b> | <b>Somewhat unlikely</b> | <b>Very unlikely</b> | <b>Don't know</b> | <b>Total</b> |
|--|--------------------|------------------------|--------------------------|----------------------|-------------------|--------------|
| Recommend living in Rockville to a friend, family member or colleague                | 51%                | 38%                    | 6%                       | 3%                   | 2%                | 100%         |
| Recommend visiting Rockville to a friend or colleague who does not live in Rockville | 45%                | 37%                    | 10%                      | 5%                   | 2%                | 100%         |

**Question 16: Reasons Why People Don't Vote in Local Elections**

| <b>Many people do not vote in the local elections for Mayor and City Council. Please indicate the extent to which you agree or disagree that each of following reasons may be why people choose not to vote in local elections.</b> | <b>Strongly agree</b> | <b>Agree</b> | <b>Neither agree nor disagree</b> | <b>Disagree</b> | <b>Strongly disagree</b> | <b>Don't know</b> | <b>Total</b> |
|---|-----------------------|--------------|-----------------------------------|-----------------|--------------------------|-------------------|--------------|
| Too busy/no time  | 12%                   | 32%          | 21%                               | 17%             | 6%                       | 11%               | 100%         |
| Just don't care about local politics  | 14%                   | 39%          | 22%                               | 12%             | 3%                       | 9%                | 100%         |
| Don't have enough information about the candidates/issues   | 22%                   | 41%          | 16%                               | 9%              | 3%                       | 9%                | 100%         |
| Don't have a way to get to the polls  | 2%                    | 9%           | 23%                               | 35%             | 16%                      | 15%               | 100%         |
| Don't know whom to vote for   | 14%                   | 45%          | 18%                               | 10%             | 3%                       | 10%               | 100%         |
| Feel their opinions don't matter  | 8%                    | 27%          | 32%                               | 17%             | 5%                       | 10%               | 100%         |
| Intimidated/overwhelmed by the process  | 3%                    | 15%          | 30%                               | 28%             | 10%                      | 13%               | 100%         |
| Local elections are not held with general elections   | 19%                   | 27%          | 24%                               | 11%             | 3%                       | 16%               | 100%         |

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**Question 17: Additional Comments**

| <b>Do you have any additional comments or suggestions that you would like to make regarding the City of Rockville and/or the city government's services and performance?</b> | <b>Percent of respondents</b> | <b>Percent of respondents making a comment</b> |
|--|-------------------------------|--|
| No comment made  | 62%                           | ---  |
| Rockville is a great place/good services   | 7%                            | 17%  |
| Cost of living and/or tax rates  | 5%                            | 13%  |
| Information/communication  | 4%                            | 10%  |
| Refuse collection services and/or cost (trash in general)  | 4%                            | 9%   |
| Code enforcement issues  | 3%                            | 7%   |
| Congestion and over-development issues   | 3%                            | 7%   |
| Police/police enforcement concerns   | 3%                            | 7%   |
| Traffic enforcement/traffic lighting/traffic cameras   | 3%                            | 7%   |
| City services  | 2%                            | 6%   |
| Pedestrian problems or suggestions   | 2%                            | 5%   |
| Leaf collection issues   | 2%                            | 5%   |
| City employees/staff   | 2%                            | 5%   |
| Activities/Shopping  | 2%                            | 5%   |
| Parking issues   | 1%                            | 4%   |
| Roads  | 1%                            | 4%   |
| Enthusiasm for Town Center   | 1%                            | 4%   |
| Trees  | 1%                            | 3%   |
| Water  | 1%                            | 3%   |
| Transportation   | 1%                            | 2%   |
| Safety concerns  | 1%                            | 2%   |
| Comments about the survey  | 1%                            | 2%   |
| Other  | 4%                            | 11%  |

\*Total may exceed 100% as respondents could select more than one answer.

Please note: The column labeled "Percent of respondents" includes all respondents to the survey. The column labeled "Percent of respondents making a comment" includes only the 313 residents who responded to question 17.

**Question 18: Respondent Length of Residency**

| <b>How many years have you lived in Rockville?</b> | <b>Percent of respondents</b> |
|--|-------------------------------|
| 2 years or less                                    | 20%                           |
| 3 to 5 years                                       | 15%                           |
| 6 to 10 years                                      | 17%                           |
| 11 to 20 years                                     | 19%                           |
| 21 years or more                                   | 29%                           |
| Total  | 100%                          |

**Question 19: Respondent Housing Unit Type**

| <b>What best describes your home? Is it a...</b>         | <b>Percent of respondents</b> |
|--|-------------------------------|
| One family house detached from any other houses          | 60%                           |
| A duplex or townhouse                                    | 10%                           |
| A building with three or more apartments or condominiums | 29%                           |
| Other  | 1%                            |
| Total  | 100%                          |

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**Question 20: Respondent Rent or Own**

| <b>Do you rent or own your home?</b> | <b>Percent of respondents</b> |
|--------------------------------------|-------------------------------|
| Rent                                 | 30%                           |
| Own                                  | 70%                           |
| Total                                | 100%                          |

**Question 21: Internet Access**

| <b>Do you have access to the Internet at home, work or school?</b> | <b>Percent of respondents</b> |
|--|-------------------------------|
| No   | 7%                            |
| Yes  | 93%                           |
| Total  | 100%                          |

**Question 22: Mode of Internet Access**

| <b>Do you have Internet access through each of the following?</b> | <b>No</b> | <b>Yes</b> | <b>Total</b> |
|---|-----------|------------|--------------|
| Dial-up access  | 86%       | 14%        | 100%         |
| Broadband (DSL, cable modem)                                      | 3%        | 97%        | 100%         |
| Cell phone/PDA access   | 56%       | 44%        | 100%         |

**Question 23: Household Television Services**

| <b>Does your household subscribe to one of the following television services?</b> | <b>No</b> | <b>Yes</b> | <b>Total</b> |
|---|-----------|------------|--------------|
| Cable television service  | 27%       | 73%        | 100%         |
| Satellite service   | 77%       | 23%        | 100%         |

**Question 24: Bicycle Use**

| <b>Do you or other household members use a bike for:</b> | <b>No</b> | <b>Yes</b> | <b>Total</b> |
|--|-----------|------------|--------------|
| recreation or exercise                                   | 48%       | 52%        | 100%         |
| commuting to school                                      | 97%       | 3%         | 100%         |
| commuting to work  | 92%       | 8%         | 100%         |
| transportation for other kinds of trips                  | 90%       | 10%        | 100%         |

**Question 25: Respondent Ethnicity**

| <b>Are you Spanish/Hispanic/Latino?</b> | <b>Percent of respondents</b> |
|---|-------------------------------|
| No                                      | 90%                           |
| Yes                                     | 10%                           |
| Total                                   | 100%                          |

**Question 26: Respondent Race**

| <b>What is your race?</b>         | <b>Percent of respondents*</b> |
|-----------------------------------|--------------------------------|
| American Indian or Alaskan native | 1%                             |
| Asian or Pacific Islander         | 19%                            |
| Black or African American         | 5%                             |
| White/Caucasian                   | 71%                            |
| Other                             | 8%                             |

\*Total may exceed 100% as respondents could select more than one answer.

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**Question 27: Do you speak a language other than English at home?**

| <b>Do you speak a language other than English at home?</b> | <b>Percent of respondents</b> |
|--|-------------------------------|
| No, English only   | 63%                           |
| Yes  | 37%                           |
| Total  | 100%                          |

**Question 27a: Which language?**

| <b>Which language?</b> | <b>Percent of respondents*</b> |
|------------------------|--------------------------------|
| Persian                | 3%                             |
| Chinese                | 20%                            |
| Spanish                | 23%                            |
| Korean                 | 6%                             |
| Vietnamese             | 1%                             |
| Russian                | 7%                             |
| Other                  | 41%                            |
| Total                  | 100%                           |

\*Asked only of respondents who said they speak a language other than English at home.

**Question 28: How well do you speak English?**

| <b>How well do you speak English?</b> | <b>Percent of respondents*</b> |
|---------------------------------------|--------------------------------|
| Very well                             | 60%                            |
| Well                                  | 25%                            |
| Not well                              | 13%                            |
| Not at all                            | 2%                             |
| Total                                 | 100%                           |

\*Asked only of respondents who said they speak a language other than English at home.

**Question 29: Respondent Sex**

| <b>What is your sex?</b> | <b>Percent of respondents</b> |
|--------------------------|-------------------------------|
| Male                     | 48%                           |
| Female                   | 52%                           |
| Total                    | 100%                          |

**Question 30: Respondent Age**

| <b>In which category is your age?</b> | <b>Percent of respondents</b> |
|---------------------------------------|-------------------------------|
| 18-24 years                           | 2%                            |
| 25-34 years                           | 25%                           |
| 35-44 years                           | 21%                           |
| 45-54 years                           | 22%                           |
| 55-64 years                           | 14%                           |
| 65-74 years                           | 9%                            |
| 75 years or older                     | 8%                            |
| Total                                 | 100%                          |

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**Question 31: Annual Household Income in 2007**

| <b>What was your household's total annual income in 2007?</b> | <b>Percent of respondents</b> |
|---|-------------------------------|
| Less than \$25,000  | 7%                            |
| \$25,000 to \$49,999  | 15%                           |
| \$50,000 to \$99,999  | 35%                           |
| \$100,00 to \$199,999   | 33%                           |
| \$200,000 or more   | 10%                           |
| Total   | 100%                          |

**Question 32: Presence of Children age 12 or Under in Household**

| <b>Do any children 12 or under live in your household?</b> | <b>Percent of respondents</b> |
|--|-------------------------------|
| No   | 72%                           |
| Yes  | 28%                           |
| Total  | 100%                          |

**Question 33: Presence of Teenagers age 13 to 17 in Household**

| <b>Do any teenagers aged between 13 and 17 live in your household?</b> | <b>Percent of respondents</b> |
|--|-------------------------------|
| No   | 85%                           |
| Yes  | 15%                           |
| Total  | 100%                          |

**Question 34: Presence of Seniors age 65 or Older in Household**

| <b>Are you or any other members of your household aged 65 or older?</b> | <b>Percent of respondents</b> |
|---|-------------------------------|
| No  | 79%                           |
| Yes   | 21%                           |
| Total   | 100%                          |

**Question 35: Voting Behavior**

| <b>Did you vote in the November 2007 Mayor and Council election?</b> | <b>Percent of respondents</b> |
|--|-------------------------------|
| No   | 48%                           |
| Yes  | 42%                           |
| Ineligible to vote   | 8%                            |
| Don't know   | 2%                            |
| Total  | 100%                          |

**Area of Residence**

| <b>Which best describes where you live?</b>                | <b>Percent of respondents</b> |
|--|-------------------------------|
| East of Rockville Pike (MD 355)                            | 28%                           |
| Between Hungerford Drive/Rockville Pike (MD 355) and I-270 | 52%                           |
| West of I-270  | 20%                           |
| Total  | 100%                          |

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| Language of Survey |                        |
|--------------------|------------------------|
|                    | Percent of respondents |
| English            | 97%                    |
| Spanish            | 1%                     |
| Chinese            | 1%                     |
| Korean             | 1%                     |
| Russian            | 0%                     |
| Vietnamese         | 0%                     |
| Total              | 100%                   |

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## Appendix II: Survey Results by Location within Rockville

The following pages contain breakdowns of the survey results by geographic location within Rockville. Where differences between subgroups are statistically significant, they are shaded grey.

| Quality of Life by Geographic Location  |                                 |  |               |              |
|---|---------------------------------|--|---------------|--------------|
|   | Geographic area of residence    |  |               |              |
|   | East of Rockville Pike (MD 355) | Between Hungerford Drive/Rockville Pike (MD 355) and I-270 | West of I-270 | City Overall |
| Overall, how would you describe the quality of life in the City of Rockville? | 70                              | 76   | 81            | 76           |
| How do you rate the overall quality of your neighborhood?                     | 57                              | 74   | 81            | 71           |
| How do you rate Rockville as a place to raise children?                       | 66                              | 75   | 82            | 74           |
| How do you rate Rockville as a place to retire?                               | 45                              | 55   | 56            | 53           |

\*Average rating on 100-point scale (0 = poor, 100 = excellent)

| Ratings of Community Characteristics by Geographic Location                   |                                 |  |               |              |
|---|---------------------------------|--|---------------|--------------|
|   | Geographic area of residence    |  |               |              |
|   | East of Rockville Pike (MD 355) | Between Hungerford Drive/Rockville Pike (MD 355) and I-270 | West of I-270 | City Overall |
| Sense of community  | 54                              | 59   | 66            | 59           |
| Overall appearance of Rockville   | 65                              | 66   | 72            | 67           |
| Opportunities to attend cultural or arts events                               | 71                              | 67   | 76            | 70           |
| Openness and acceptance of the community toward people of diverse backgrounds | 66                              | 67   | 76            | 69           |
| Access to affordable quality housing  | 38                              | 36   | 36            | 37           |
| Ease of travel in Rockville by bicycle  | 53                              | 44   | 59            | 50           |
| Ease of travel in Rockville by walking  | 57                              | 53   | 57            | 55           |
| Ease of travel in Rockville by transit  | 64                              | 64   | 59            | 63           |
| Ease of travel in Rockville by car  | 54                              | 59   | 68            | 59           |
| Quality of new residential development  | 55                              | 58   | 68            | 59           |
| Quality of new commercial development   | 57                              | 59   | 69            | 61           |
| City of Rockville drinking water quality                                      | 63                              | 58   | 64            | 61           |
| Rockville's natural environment   | 64                              | 59   | 68            | 62           |

\*Average rating on 100-point scale (0 = poor, 100 = excellent)



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| Ratings of Safety by Geographic Location                    |                                 |  |               |              |
|---|---------------------------------|--|---------------|--------------|
|   | Geographic area of residence    |  |               |              |
|   | East of Rockville Pike (MD 355) | Between Hungerford Drive/Rockville Pike (MD 355) and I-270 | West of I-270 | City Overall |
| Crossing the street in Rockville                            | 60                              | 64   | 72            | 65           |
| Walking alone in your neighborhood during the day           | 76                              | 86   | 89            | 84           |
| Walking alone in your neighborhood after dark               | 51                              | 62   | 74            | 61           |
| Walking alone in business areas in Rockville during the day | 79                              | 84   | 88            | 83           |
| Walking alone in business areas in Rockville after dark     | 54                              | 59   | 64            | 58           |

\*Average rating on 100-point scale (0 = very unsafe, 100 = very safe)

| City Employee Ratings by Geographic Location         |                                 |  |               |              |
|--|---------------------------------|--|---------------|--------------|
|  | Geographic area of residence    |  |               |              |
|  | East of Rockville Pike (MD 355) | Between Hungerford Drive/Rockville Pike (MD 355) and I-270 | West of I-270 | City Overall |
| Knowledge  | 70                              | 70   | 75            | 71           |
| Courtesy   | 73                              | 68   | 80            | 72           |
| Responsiveness                                       | 64                              | 64   | 74            | 66           |
| Follow-up (got back to you or took action if needed) | 58                              | 61   | 68            | 61           |
| Overall customer service                             | 69                              | 64   | 75            | 68           |

\*Average rating on 100-point scale (0 = poor, 100 = excellent)

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| Ratings of City Services by Geographic Location   |                                 |  |               |              |
|---|---------------------------------|--|---------------|--------------|
|   | Geographic area of residence    |  |               |              |
|   | East of Rockville Pike (MD 355) | Between Hungerford Drive/Rockville Pike (MD 355) and I-270 | West of I-270 | City Overall |
| Refuse collection   | 74                              | 72   | 84            | 75           |
| Recycling services  | 76                              | 68   | 82            | 74           |
| Leaf pick-up  | 62                              | 62   | 73            | 64           |
| Street repairs and maintenance  | 58                              | 57   | 68            | 59           |
| Snow and ice removal  | 61                              | 62   | 72            | 64           |
| Street sweeping   | 55                              | 60   | 64            | 59           |
| Street lighting   | 45                              | 56   | 59            | 54           |
| Street tree maintenance   | 50                              | 59   | 58            | 57           |
| Sidewalk maintenance  | 53                              | 58   | 65            | 58           |
| Residential property maintenance code enforcement   | 48                              | 55   | 59            | 53           |
| Commercial property maintenance code enforcement  | 52                              | 57   | 61            | 56           |
| Recreational programs   | 71                              | 69   | 75            | 71           |
| Recreation centers  | 71                              | 69   | 71            | 70           |
| Athletic fields (such as baseball/softball, soccer or football)   | 66                              | 69   | 68            | 68           |
| Playgrounds (tot lots)  | 65                              | 69   | 77            | 69           |
| Range of activities available in parks and recreation centers and facilities  | 63                              | 67   | 72            | 67           |
| Safety of parks and recreation centers and facilities   | 63                              | 66   | 72            | 66           |
| City-sponsored special events (such as outdoor concerts in Town Center, Farmer's Market, July 4th fireworks, Science Day, Hometown Holidays, or Car Show) | 71                              | 74   | 79            | 74           |
| Appearance of City parks (such as Elwood Smith, Rockcrest, Twinbrook, Israel, Mattie Stepanek and Welsh Park)   | 69                              | 70   | 74            | 70           |
| Enforcement of traffic laws by Rockville Police Department  | 59                              | 65   | 66            | 64           |
| City of Rockville's water and sewer services  | 70                              | 66   | 71            | 68           |
| Environmental protection and sustainability initiatives   | 65                              | 62   | 66            | 64           |
| Rockville Senior Center programs and services   | 74                              | 76   | 75            | 75           |
| Services to youth (summer camps/playgrounds, after school programs, childcare, teen activities, swim classes, sports etc)                                 | 70                              | 70   | 74            | 71           |
| The Rockville Channel (Cable Channel 11) programming  | 60                              | 55   | 63            | 58           |
| The City of Rockville's Web site (www.rockvillemd.gov)  | 62                              | 63   | 68            | 64           |
| Building permit process   | 49                              | 52   | 51            | 51           |
| Crime prevention efforts  | 55                              | 60   | 62            | 59           |
| Overall City of Rockville police services   | 63                              | 65   | 72            | 65           |

\*Average rating on 100-point scale (0 = poor, 100 = excellent)

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| Overall Quality of City Services Rating by Geographic Location    |                                 |  |               |              |
|---|---------------------------------|--|---------------|--------------|
|   | Geographic area of residence    |  |               |              |
|   | East of Rockville Pike (MD 355) | Between Hungerford Drive/Rockville Pike (MD 355) and I-270 | West of I-270 | City Overall |
| Overall, how would you rate the quality of services in Rockville? | 65                              | 70   | 75            | 69           |

\*Average rating on 100-point scale (0 = poor, 100 = excellent)

| Public Trust Ratings by Geographic Location   |                                 |  |               |              |
|---|---------------------------------|--|---------------|--------------|
|   | Geographic area of residence    |  |               |              |
|   | East of Rockville Pike (MD 355) | Between Hungerford Drive/Rockville Pike (MD 355) and I-270 | West of I-270 | City Overall |
| I receive good value for the City of Rockville government taxes I pay                   | 65                              | 63   | 70            | 65           |
| I am pleased with the overall direction that the City of Rockville government is taking | 63                              | 66   | 69            | 66           |
| The City of Rockville government welcomes citizen involvement                           | 69                              | 70   | 71            | 70           |
| The City of Rockville budgeting process is open and understandable to residents         | 58                              | 59   | 63            | 60           |

\*Average rating on 100-point scale (0 = strongly disagree, 100 = strongly agree)

| Voting Behavior Ratings by Geographic Location            |                                 |  |               |              |
|---|---------------------------------|--|---------------|--------------|
|   | Geographic area of residence    |  |               |              |
|   | East of Rockville Pike (MD 355) | Between Hungerford Drive/Rockville Pike (MD 355) and I-270 | West of I-270 | City Overall |
| Too busy/no time  | 55                              | 61   | 55            | 58           |
| Just don't care about local politics                      | 63                              | 65   | 61            | 63           |
| Don't have enough information about the candidates/issues | 68                              | 70   | 67            | 69           |
| Don't have a way to get to the polls                      | 35                              | 37   | 29            | 35           |
| Don't know whom to vote for                               | 65                              | 66   | 66            | 66           |
| Feel their opinions don't matter                          | 59                              | 55   | 49            | 55           |
| Intimidated/overwhelmed by the process                    | 44                              | 43   | 33            | 42           |
| Local elections are not held with general elections       | 63                              | 64   | 64            | 64           |

\*Average rating on 100-point scale (0 = strongly disagree, 100 = strongly agree)

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## Appendix III: Survey Results by Demographic Subgroups

The following pages contain breakdowns of the survey results by demographic subgroups within Rockville. Where differences between subgroups are statistically significant, they are shaded grey.

| Quality of Life Ratings by Demographic Subgroups                              |                                |              |               |                |                  |              |                              |          |              |             |     |              |                    |                      |                      |                        |                   |              |
|---|--------------------------------|--------------|---------------|----------------|------------------|--------------|------------------------------|----------|--------------|-------------|-----|--------------|--------------------|----------------------|----------------------|------------------------|-------------------|--------------|
|   | Respondent length of residency |              |               |                |                  |              | Respondent housing unit type |          |              | Rent or own |     |              | Household income   |                      |                      |                        |                   |              |
|   | 2 years or less                | 3 to 5 years | 6 to 10 years | 11 to 20 years | 21 years or more | City Overall | Detached single-family       | Attached | City Overall | Rent        | Own | City Overall | Less than \$25,000 | \$25,000 to \$49,999 | \$50,000 to \$99,999 | \$100,000 to \$199,999 | \$200,000 or more | City Overall |
| Overall, how would you describe the quality of life in the City of Rockville? | 74                             | 76           | 76            | 77             | 76               | 76           | 77                           | 74       | 76           | 74          | 77  | 76           | 68                 | 73                   | 75                   | 78                     | 81                | 76           |
| How do you rate the overall quality of your neighborhood?                     | 71                             | 72           | 70            | 73             | 69               | 71           | 71                           | 71       | 71           | 69          | 72  | 71           | 60                 | 71                   | 68                   | 73                     | 79                | 71           |
| How do you rate Rockville as a place to raise children?                       | 73                             | 76           | 73            | 74             | 73               | 74           | 75                           | 72       | 74           | 72          | 74  | 74           | 64                 | 71                   | 75                   | 74                     | 79                | 74           |
| How do you rate Rockville as a place to retire?                               | 54                             | 56           | 50            | 52             | 52               | 53           | 51                           | 54       | 52           | 51          | 53  | 52           | 57                 | 51                   | 50                   | 52                     | 56                | 52           |

\*Average rating on 100-point scale (0 = poor, 100 = excellent)

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| Quality of Life Ratings by Demographic Subgroups                              |       |       |     |              |        |        |              |       |           |              |              |          |              |
|---|-------|-------|-----|--------------|--------|--------|--------------|-------|-----------|--------------|--------------|----------|--------------|
|   | Age   |       |     |              | Gender |        |              | Race  |           |              | Ethnicity    |          |              |
|   | 18-34 | 35-54 | 55+ | City Overall | Male   | Female | City Overall | White | Non-white | City Overall | Non-Hispanic | Hispanic | City Overall |
| Overall, how would you describe the quality of life in the City of Rockville? | 76    | 76    | 75  | 76           | 73     | 78     | 76           | 76    | 75        | 76           | 76           | 75       | 76           |
| How do you rate the overall quality of your neighborhood?                     | 72    | 70    | 73  | 71           | 71     | 71     | 71           | 71    | 71        | 71           | 71           | 68       | 71           |
| How do you rate Rockville as a place to raise children?                       | 74    | 73    | 74  | 74           | 72     | 76     | 74           | 73    | 75        | 74           | 74           | 69       | 74           |
| How do you rate Rockville as a place to retire?                               | 55    | 48    | 56  | 53           | 53     | 52     | 53           | 50    | 58        | 52           | 52           | 54       | 52           |

\*Average rating on 100-point scale (0=poor, 100=excellent)

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| Community Characteristics by Demographic Subgroups                            |                                |              |               |                |                  |              |                              |          |              |             |     |              |                    |                      |                      |                        |                   |              |
|---|--------------------------------|--------------|---------------|----------------|------------------|--------------|------------------------------|----------|--------------|-------------|-----|--------------|--------------------|----------------------|----------------------|------------------------|-------------------|--------------|
|   | Respondent length of residency |              |               |                |                  |              | Respondent housing unit type |          |              | Rent or own |     |              | Household income   |                      |                      |                        |                   |              |
|   | 2 years or less                | 3 to 5 years | 6 to 10 years | 11 to 20 years | 21 years or more | City Overall | Detached single-family       | Attached | City Overall | Rent        | Own | City Overall | Less than \$25,000 | \$25,000 to \$49,999 | \$50,000 to \$99,999 | \$100,000 to \$199,999 | \$200,000 or more | City Overall |
| Sense of community  | 53                             | 56           | 59            | 62             | 63               | 59           | 60                           | 57       | 59           | 54          | 61  | 59           | 56                 | 58                   | 57                   | 60                     | 63                | 59           |
| Overall appearance of Rockville   | 68                             | 68           | 66            | 67             | 66               | 67           | 66                           | 67       | 67           | 67          | 67  | 67           | 67                 | 70                   | 66                   | 68                     | 61                | 67           |
| Opportunities to attend cultural or arts events                               | 65                             | 64           | 70            | 71             | 75               | 70           | 73                           | 64       | 70           | 61          | 73  | 70           | 68                 | 65                   | 67                   | 74                     | 68                | 69           |
| Openness and acceptance of the community toward people of diverse backgrounds | 67                             | 65           | 69            | 70             | 70               | 69           | 69                           | 68       | 68           | 66          | 70  | 69           | 58                 | 68                   | 66                   | 72                     | 74                | 68           |
| Access to affordable quality housing  | 36                             | 33           | 37            | 40             | 36               | 36           | 36                           | 37       | 36           | 33          | 38  | 37           | 40                 | 32                   | 36                   | 37                     | 36                | 36           |
| Ease of travel in Rockville by bicycle  | 47                             | 43           | 44            | 55             | 55               | 50           | 52                           | 46       | 50           | 45          | 51  | 49           | 60                 | 45                   | 47                   | 51                     | 49                | 49           |
| Ease of travel in Rockville by walking  | 51                             | 53           | 51            | 58             | 58               | 55           | 56                           | 53       | 55           | 51          | 56  | 55           | 60                 | 52                   | 54                   | 55                     | 50                | 54           |
| Ease of travel in Rockville by transit  | 62                             | 64           | 65            | 65             | 62               | 63           | 61                           | 66       | 63           | 62          | 64  | 63           | 71                 | 63                   | 63                   | 63                     | 59                | 63           |
| Ease of travel in Rockville by car  | 62                             | 61           | 61            | 60             | 55               | 59           | 58                           | 62       | 59           | 59          | 59  | 59           | 64                 | 56                   | 59                   | 58                     | 63                | 59           |
| Quality of new residential development  | 59                             | 59           | 64            | 57             | 57               | 59           | 57                           | 62       | 59           | 62          | 57  | 59           | 58                 | 61                   | 56                   | 59                     | 65                | 59           |
| Quality of new commercial development   | 59                             | 63           | 68            | 61             | 56               | 61           | 58                           | 64       | 60           | 63          | 60  | 61           | 59                 | 61                   | 58                   | 60                     | 68                | 60           |
| City of Rockville drinking water quality                                      | 54                             | 55           | 60            | 62             | 68               | 61           | 63                           | 57       | 60           | 54          | 63  | 61           | 58                 | 58                   | 60                   | 61                     | 61                | 60           |
| Rockville's natural environment   | 61                             | 61           | 59            | 62             | 66               | 62           | 64                           | 59       | 62           | 58          | 64  | 62           | 58                 | 60                   | 62                   | 62                     | 62                | 62           |

\*Average rating on 100-point scale (0 = poor, 100 = excellent)

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| Community Characteristics by Demographic Subgroups                            |       |       |      |              |        |        |              |       |           |              |              |          |              |
|---|-------|-------|------|--------------|--------|--------|--------------|-------|-----------|--------------|--------------|----------|--------------|
|   | Age   |       |      |              | Gender |        |              | Race  |           |              | Ethnicity    |          |              |
|   | 18-34 | 35-54 | 55 + | City Overall | Male   | Female | City Overall | White | Non-white | City Overall | Non-Hispanic | Hispanic | City Overall |
| Sense of community  | 54    | 59    | 64   | 59           | 57     | 61     | 59           | 60    | 58        | 59           | 59           | 57       | 59           |
| Overall appearance of Rockville   | 69    | 66    | 66   | 67           | 67     | 67     | 67           | 66    | 68        | 67           | 66           | 72       | 67           |
| Opportunities to attend cultural or arts events                               | 63    | 71    | 74   | 70           | 67     | 72     | 70           | 72    | 64        | 70           | 70           | 63       | 70           |
| Openness and acceptance of the community toward people of diverse backgrounds | 69    | 68    | 70   | 69           | 68     | 69     | 69           | 71    | 64        | 69           | 70           | 58       | 69           |
| Access to affordable quality housing  | 36    | 36    | 38   | 37           | 37     | 36     | 37           | 35    | 39        | 36           | 36           | 38       | 36           |
| Ease of travel in Rockville by bicycle  | 46    | 50    | 53   | 50           | 50     | 49     | 49           | 49    | 50        | 49           | 49           | 52       | 49           |
| Ease of travel in Rockville by walking  | 50    | 57    | 56   | 55           | 53     | 55     | 54           | 55    | 54        | 55           | 55           | 54       | 55           |
| Ease of travel in Rockville by transit  | 65    | 65    | 60   | 63           | 62     | 64     | 63           | 63    | 63        | 63           | 63           | 62       | 63           |
| Ease of travel in Rockville by car  | 65    | 59    | 54   | 59           | 57     | 62     | 59           | 56    | 66        | 59           | 59           | 64       | 59           |
| Quality of new residential development  | 61    | 60    | 55   | 59           | 58     | 59     | 59           | 58    | 60        | 59           | 58           | 60       | 59           |
| Quality of new commercial development   | 64    | 63    | 55   | 61           | 61     | 60     | 61           | 60    | 60        | 60           | 60           | 62       | 60           |
| City of Rockville drinking water quality                                      | 57    | 59    | 65   | 61           | 61     | 60     | 60           | 61    | 59        | 60           | 61           | 61       | 61           |
| Rockville's natural environment   | 59    | 62    | 65   | 62           | 61     | 63     | 62           | 62    | 61        | 62           | 61           | 69       | 62           |

\*Average rating on 100-point scale (0 = poor, 100 = excellent)

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| Safety Ratings by Demographic Subgroups                     |                                |              |               |                |                  |              |                              |          |              |             |     |              |                    |                      |                      |                        |                   |              |
|---|--------------------------------|--------------|---------------|----------------|------------------|--------------|------------------------------|----------|--------------|-------------|-----|--------------|--------------------|----------------------|----------------------|------------------------|-------------------|--------------|
|   | Respondent length of residency |              |               |                |                  |              | Respondent housing unit type |          |              | Rent or own |     |              | Household income   |                      |                      |                        |                   |              |
|   | 2 years or less                | 3 to 5 years | 6 to 10 years | 11 to 20 years | 21 years or more | City Overall | Detached single-family       | Attached | City Overall | Rent        | Own | City Overall | Less than \$25,000 | \$25,000 to \$49,999 | \$50,000 to \$99,999 | \$100,000 to \$199,999 | \$200,000 or more | City Overall |
| Crossing the street in Rockville                            | 67                             | 64           | 63            | 63             | 64               | 65           | 64                           | 65       | 64           | 66          | 64  | 65           | 64                 | 63                   | 63                   | 66                     | 68                | 65           |
| Walking alone in your neighborhood during the day           | 88                             | 83           | 84            | 84             | 81               | 84           | 83                           | 85       | 84           | 86          | 83  | 84           | 74                 | 81                   | 82                   | 88                     | 87                | 84           |
| Walking alone in your neighborhood after dark               | 66                             | 60           | 61            | 62             | 58               | 61           | 61                           | 62       | 61           | 62          | 61  | 61           | 46                 | 58                   | 57                   | 64                     | 75                | 61           |
| Walking alone in business areas in Rockville during the day | 85                             | 84           | 84            | 83             | 82               | 84           | 82                           | 85       | 83           | 85          | 83  | 83           | 75                 | 84                   | 82                   | 86                     | 85                | 83           |
| Walking alone in business areas in Rockville after dark     | 62                             | 60           | 58            | 59             | 54               | 58           | 56                           | 62       | 58           | 62          | 57  | 58           | 50                 | 58                   | 55                   | 62                     | 64                | 58           |

\*Average rating on 100-point scale (0=very unsafe, 100=very safe)



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| Safety Ratings by Demographic Subgroups                     |       |       |     |              |        |        |              |       |           |              |              |          |              |
|---|-------|-------|-----|--------------|--------|--------|--------------|-------|-----------|--------------|--------------|----------|--------------|
|   | Age   |       |     |              | Gender |        |              | Race  |           |              | Ethnicity    |          |              |
|   | 18-34 | 35-54 | 55+ | City Overall | Male   | Female | City Overall | White | Non-white | City Overall | Non-Hispanic | Hispanic | City Overall |
| Crossing the street in Rockville                            | 68    | 63    | 63  | 65           | 65     | 64     | 65           | 64    | 67        | 65           | 65           | 64       | 65           |
| Walking alone in your neighborhood during the day           | 87    | 83    | 82  | 84           | 84     | 84     | 84           | 84    | 83        | 84           | 85           | 79       | 84           |
| Walking alone in your neighborhood after dark               | 63    | 62    | 58  | 61           | 67     | 56     | 61           | 62    | 61        | 62           | 62           | 54       | 61           |
| Walking alone in business areas in Rockville during the day | 86    | 83    | 82  | 83           | 84     | 83     | 83           | 85    | 81        | 84           | 84           | 78       | 83           |
| Walking alone in business areas in Rockville after dark     | 64    | 59    | 52  | 58           | 64     | 53     | 58           | 57    | 61        | 59           | 59           | 57       | 58           |

\*Average rating on 100-point scale (0=very unsafe, 100=very safe)

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City Employee Ratings by Demographic Subgroups

|  | Respondent length of residency |              |               |                |                  |              | Respondent housing unit type |          |              | Rent or own |     |              | Household income   |                      |                      |                        |                   |              |
|--|--------------------------------|--------------|---------------|----------------|------------------|--------------|------------------------------|----------|--------------|-------------|-----|--------------|--------------------|----------------------|----------------------|------------------------|-------------------|--------------|
|  | 2 years or less                | 3 to 5 years | 6 to 10 years | 11 to 20 years | 21 years or more | City Overall | Detached single-family       | Attached | City Overall | Rent        | Own | City Overall | Less than \$25,000 | \$25,000 to \$49,999 | \$50,000 to \$99,999 | \$100,000 to \$199,999 | \$200,000 or more | City Overall |
| Knowledge  | 68                             | 66           | 69            | 76             | 72               | 71           | 72                           | 68       | 71           | 68          | 72  | 71           | 73                 | 69                   | 68                   | 73                     | 73                | 71           |
| Courtesy   | 65                             | 67           | 68            | 77             | 76               | 72           | 75                           | 64       | 72           | 66          | 74  | 72           | 66                 | 72                   | 68                   | 75                     | 76                | 72           |
| Responsiveness                                       | 59                             | 64           | 63            | 71             | 68               | 66           | 68                           | 60       | 66           | 60          | 67  | 66           | 61                 | 63                   | 62                   | 68                     | 70                | 66           |
| Follow-up (got back to you or took action if needed) | 51                             | 64           | 57            | 66             | 64               | 61           | 64                           | 56       | 62           | 54          | 63  | 61           | 62                 | 56                   | 58                   | 61                     | 72                | 61           |
| Overall customer service                             | 62                             | 66           | 64            | 73             | 70               | 68           | 71                           | 61       | 68           | 63          | 69  | 68           | 65                 | 65                   | 65                   | 70                     | 72                | 68           |

\*Average rating on 100-point scale (0 = poor, 100 = excellent)

City Employee Ratings by Demographic Subgroups

|  | Age   |       |     | Gender |        | Race  |           | Ethnicity    |          |
|--|-------|-------|-----|--------|--------|-------|-----------|--------------|----------|
|  | 18-34 | 35-54 | 55+ | Male   | Female | White | Non-white | Non-Hispanic | Hispanic |
| Knowledge  | 70    | 70    | 73  | 68     | 73     | 73    | 62        | 72           | 63       |
| Courtesy   | 65    | 70    | 78  | 69     | 75     | 76    | 60        | 74           | 61       |
| Responsiveness                                       | 60    | 65    | 70  | 62     | 69     | 69    | 53        | 67           | 56       |
| Follow-up (got back to you or took action if needed) | 60    | 59    | 65  | 59     | 64     | 64    | 52        | 62           | 55       |
| Overall customer service                             | 64    | 66    | 72  | 64     | 72     | 72    | 55        | 69           | 59       |

\*Average rating on 100-point scale (0 = poor, 100 = excellent)

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| Service Ratings by Demographic Subgroups  |                                |              |               |                |                  |              |                              |          |              |             |     |              |                    |                      |                      |                        |                   |              |
|---|--------------------------------|--------------|---------------|----------------|------------------|--------------|------------------------------|----------|--------------|-------------|-----|--------------|--------------------|----------------------|----------------------|------------------------|-------------------|--------------|
|   | Respondent length of residency |              |               |                |                  |              | Respondent housing unit type |          |              | Rent or own |     |              | Household income   |                      |                      |                        |                   |              |
|   | 2 years or less                | 3 to 5 years | 6 to 10 years | 11 to 20 years | 21 years or more | City Overall | Detached single-family       | Attached | City Overall | Rent        | Own | City Overall | Less than \$25,000 | \$25,000 to \$49,999 | \$50,000 to \$99,999 | \$100,000 to \$199,999 | \$200,000 or more | City Overall |
| Refuse collection   | 70                             | 69           | 75            | 76             | 80               | 75           | 78                           | 69       | 75           | 70          | 77  | 75           | 70                 | 70                   | 73                   | 78                     | 82                | 75           |
| Recycling services  | 65                             | 67           | 78            | 76             | 78               | 74           | 79                           | 63       | 73           | 61          | 78  | 74           | 68                 | 67                   | 69                   | 78                     | 81                | 73           |
| Leaf pick-up  | 54                             | 59           | 65            | 68             | 68               | 64           | 67                           | 58       | 64           | 56          | 67  | 64           | 61                 | 59                   | 64                   | 65                     | 71                | 64           |
| Street repairs and maintenance  | 51                             | 57           | 62            | 63             | 62               | 59           | 62                           | 54       | 59           | 52          | 62  | 59           | 56                 | 60                   | 54                   | 61                     | 65                | 59           |
| Snow and ice removal  | 61                             | 60           | 62            | 65             | 69               | 64           | 67                           | 59       | 64           | 57          | 67  | 64           | 60                 | 64                   | 61                   | 67                     | 67                | 64           |
| Street sweeping   | 58                             | 61           | 63            | 60             | 59               | 60           | 59                           | 60       | 59           | 59          | 60  | 59           | 56                 | 56                   | 57                   | 63                     | 63                | 59           |
| Street lighting   | 54                             | 55           | 49            | 52             | 57               | 54           | 51                           | 57       | 54           | 55          | 53  | 54           | 54                 | 56                   | 52                   | 54                     | 55                | 53           |
| Street tree maintenance   | 59                             | 62           | 59            | 55             | 53               | 57           | 52                           | 63       | 56           | 62          | 54  | 56           | 56                 | 59                   | 55                   | 57                     | 59                | 57           |
| Sidewalk maintenance  | 57                             | 59           | 60            | 60             | 57               | 58           | 57                           | 60       | 58           | 59          | 58  | 58           | 58                 | 61                   | 53                   | 60                     | 64                | 58           |
| Residential property maintenance code enforcement   | 55                             | 59           | 53            | 54             | 50               | 53           | 51                           | 57       | 53           | 59          | 52  | 53           | 59                 | 58                   | 47                   | 55                     | 53                | 53           |
| Commercial property maintenance code enforcement  | 56                             | 60           | 59            | 53             | 56               | 56           | 54                           | 59       | 56           | 60          | 55  | 56           | 57                 | 62                   | 51                   | 58                     | 55                | 56           |
| Recreational programs   | 65                             | 68           | 67            | 72             | 76               | 71           | 73                           | 67       | 71           | 64          | 73  | 71           | 67                 | 71                   | 70                   | 73                     | 68                | 71           |
| Recreation centers  | 65                             | 66           | 70            | 71             | 74               | 70           | 72                           | 66       | 70           | 65          | 72  | 70           | 63                 | 68                   | 69                   | 73                     | 67                | 70           |
| Athletic fields (such as baseball/softball, soccer or football)   | 67                             | 64           | 67            | 68             | 71               | 68           | 69                           | 67       | 68           | 66          | 69  | 68           | 65                 | 66                   | 69                   | 69                     | 65                | 68           |
| Playgrounds (tot lots)  | 70                             | 69           | 69            | 67             | 71               | 69           | 70                           | 68       | 69           | 66          | 71  | 69           | 61                 | 65                   | 67                   | 72                     | 75                | 69           |
| Range of activities available in parks and recreation centers and facilities  | 65                             | 63           | 71            | 67             | 67               | 67           | 67                           | 66       | 67           | 65          | 68  | 67           | 66                 | 60                   | 67                   | 68                     | 71                | 67           |
| Safety of parks and recreation centers and facilities   | 68                             | 64           | 66            | 67             | 66               | 66           | 66                           | 66       | 66           | 66          | 66  | 66           | 66                 | 61                   | 65                   | 69                     | 67                | 66           |
| City-sponsored special events (such as outdoor concerts in Town Center, Farmer's Market, July 4th fireworks, Science Day, Hometown Holidays, or Car Show) | 73                             | 74           | 73            | 71             | 77               | 74           | 74                           | 73       | 74           | 72          | 75  | 74           | 69                 | 72                   | 74                   | 75                     | 74                | 74           |

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## Service Ratings by Demographic Subgroups

|   | Respondent length of residency |              |               |                |                  |              | Respondent housing unit type |          |              | Rent or own |     |              | Household income   |                      |                      |                        |                   |              |
|---|--------------------------------|--------------|---------------|----------------|------------------|--------------|------------------------------|----------|--------------|-------------|-----|--------------|--------------------|----------------------|----------------------|------------------------|-------------------|--------------|
|   | 2 years or less                | 3 to 5 years | 6 to 10 years | 11 to 20 years | 21 years or more | City Overall | Detached single-family       | Attached | City Overall | Rent        | Own | City Overall | Less than \$25,000 | \$25,000 to \$49,999 | \$50,000 to \$99,999 | \$100,000 to \$199,999 | \$200,000 or more | City Overall |
| Appearance of City parks (such as Elwood Smith, Rockcrest, Twinbrook, Israel, Mattie Stepanek and Welsh Park)             | 69                             | 69           | 70            | 71             | 72               | 70           | 71                           | 69       | 70           | 68          | 71  | 70           | 70                 | 69                   | 67                   | 73                     | 72                | 70           |
| Enforcement of traffic laws by Rockville Police Department  | 67                             | 60           | 63            | 63             | 64               | 63           | 63                           | 64       | 63           | 64          | 63  | 63           | 60                 | 66                   | 62                   | 64                     | 65                | 63           |
| City of Rockville's water and sewer services  | 68                             | 62           | 66            | 67             | 74               | 68           | 69                           | 66       | 68           | 66          | 69  | 68           | 62                 | 68                   | 67                   | 69                     | 72                | 68           |
| Environmental protection and sustainability initiatives   | 68                             | 64           | 61            | 61             | 64               | 64           | 63                           | 64       | 64           | 65          | 63  | 64           | 62                 | 67                   | 62                   | 65                     | 59                | 63           |
| Rockville Senior Center programs and services   | 75                             | 72           | 71            | 69             | 80               | 75           | 75                           | 76       | 75           | 74          | 76  | 75           | 69                 | 75                   | 80                   | 75                     | 71                | 75           |
| Services to youth (summer camps/playgrounds, after school programs, childcare, teen activities, swim classes, sports etc) | 71                             | 69           | 68            | 69             | 74               | 71           | 71                           | 69       | 70           | 68          | 71  | 70           | 71                 | 70                   | 73                   | 69                     | 68                | 70           |
| The Rockville Channel (Cable Channel 11) programming  | 48                             | 53           | 57            | 62             | 63               | 58           | 61                           | 53       | 58           | 54          | 60  | 58           | 65                 | 53                   | 59                   | 60                     | 50                | 58           |
| The City of Rockville's Web site (www.rockvillemd.gov)  | 65                             | 67           | 62            | 61             | 64               | 64           | 63                           | 65       | 63           | 63          | 64  | 64           | 72                 | 64                   | 62                   | 65                     | 61                | 64           |
| Building permit process   | 45                             | 60           | 51            | 49             | 52               | 51           | 49                           | 54       | 51           | 60          | 49  | 51           | 63                 | 48                   | 45                   | 53                     | 45                | 50           |
| Crime prevention efforts  | 61                             | 57           | 54            | 58             | 62               | 59           | 59                           | 57       | 59           | 57          | 59  | 59           | 61                 | 59                   | 58                   | 60                     | 54                | 59           |
| Overall City of Rockville police services   | 65                             | 64           | 63            | 64             | 69               | 65           | 66                           | 64       | 65           | 65          | 66  | 65           | 62                 | 66                   | 64                   | 66                     | 67                | 65           |

\*Average rating on 100-point scale (0=poor, 100=excellent)

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| Service Ratings by Demographic Subgroups  |       |       |      |              |        |        |              |       |           |              |              |          |              |
|---|-------|-------|------|--------------|--------|--------|--------------|-------|-----------|--------------|--------------|----------|--------------|
|   | Age   |       |      |              | Gender |        |              | Race  |           |              | Ethnicity    |          |              |
|   | 18-34 | 35-54 | 55 + | City Overall | Male   | Female | City Overall | White | Non-white | City Overall | Non-Hispanic | Hispanic | City Overall |
| Refuse collection   | 68    | 75    | 80   | 75           | 74     | 76     | 75           | 76    | 73        | 75           | 76           | 70       | 75           |
| Recycling services  | 63    | 75    | 80   | 73           | 71     | 76     | 73           | 75    | 69        | 73           | 74           | 71       | 73           |
| Leaf pick-up  | 56    | 64    | 69   | 64           | 62     | 66     | 64           | 66    | 59        | 64           | 65           | 57       | 64           |
| Street repairs and maintenance  | 53    | 60    | 63   | 59           | 57     | 61     | 59           | 61    | 55        | 59           | 59           | 54       | 59           |
| Snow and ice removal  | 58    | 64    | 68   | 64           | 63     | 65     | 64           | 65    | 63        | 64           | 65           | 59       | 64           |
| Street sweeping   | 59    | 60    | 59   | 59           | 60     | 59     | 59           | 60    | 58        | 59           | 60           | 55       | 59           |
| Street lighting   | 54    | 52    | 56   | 54           | 53     | 54     | 54           | 55    | 52        | 54           | 55           | 42       | 54           |
| Street tree maintenance   | 61    | 54    | 55   | 56           | 55     | 58     | 56           | 55    | 59        | 56           | 57           | 55       | 57           |
| Sidewalk maintenance  | 60    | 57    | 58   | 58           | 58     | 58     | 58           | 59    | 57        | 58           | 58           | 57       | 58           |
| Residential property maintenance code enforcement   | 53    | 56    | 51   | 53           | 54     | 53     | 53           | 52    | 55        | 53           | 53           | 52       | 53           |
| Commercial property maintenance code enforcement  | 56    | 56    | 56   | 56           | 56     | 55     | 56           | 56    | 56        | 56           | 56           | 53       | 56           |
| Recreational programs   | 68    | 70    | 74   | 71           | 68     | 73     | 71           | 75    | 63        | 71           | 71           | 66       | 71           |
| Recreation centers  | 66    | 69    | 74   | 70           | 70     | 70     | 70           | 74    | 63        | 70           | 70           | 67       | 70           |
| Athletic fields (such as baseball/softball, soccer or football)   | 67    | 67    | 71   | 68           | 69     | 67     | 68           | 70    | 65        | 68           | 68           | 66       | 68           |
| Playgrounds (tot lots)  | 71    | 67    | 71   | 69           | 70     | 69     | 69           | 72    | 65        | 69           | 70           | 69       | 69           |
| Range of activities available in parks and recreation centers and facilities  | 68    | 67    | 66   | 67           | 66     | 68     | 67           | 69    | 62        | 67           | 67           | 64       | 67           |
| Safety of parks and recreation centers and facilities   | 66    | 65    | 67   | 66           | 68     | 65     | 66           | 67    | 66        | 66           | 67           | 60       | 66           |
| City-sponsored special events (such as outdoor concerts in Town Center, Farmer's Market, July 4th fireworks, Science Day, Hometown Holidays, or Car Show) | 73    | 74    | 74   | 74           | 71     | 77     | 74           | 76    | 69        | 74           | 75           | 68       | 74           |
| Appearance of City parks (such as Elwood Smith, Rockcrest, Twinbrook, Israel, Mattie Stepanek and Welsh Park)   | 72    | 69    | 72   | 70           | 70     | 70     | 70           | 72    | 67        | 70           | 70           | 70       | 70           |
| Enforcement of traffic laws by Rockville Police Department  | 63    | 63    | 65   | 64           | 61     | 66     | 63           | 63    | 64        | 64           | 64           | 59       | 63           |
| City of Rockville's water and sewer services  | 67    | 66    | 72   | 68           | 69     | 67     | 68           | 69    | 66        | 68           | 68           | 66       | 68           |
| Environmental protection and sustainability initiatives   | 65    | 62    | 65   | 64           | 66     | 61     | 64           | 63    | 64        | 63           | 64           | 62       | 64           |
| Rockville Senior Center programs and services   | 80    | 70    | 78   | 75           | 73     | 76     | 75           | 79    | 70        | 75           | 76           | 73       | 75           |
| Services to youth (summer camps/playgrounds, after school programs, childcare, teen activities, swim classes, sports etc)                                 | 73    | 69    | 72   | 70           | 66     | 74     | 70           | 72    | 67        | 70           | 71           | 68       | 70           |

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## Service Ratings by Demographic Subgroups

|  | Age   |       |      |              | Gender |        |              | Race  |           |              | Ethnicity    |          |              |
|--|-------|-------|------|--------------|--------|--------|--------------|-------|-----------|--------------|--------------|----------|--------------|
|  | 18-34 | 35-54 | 55 + | City Overall | Male   | Female | City Overall | White | Non-white | City Overall | Non-Hispanic | Hispanic | City Overall |
| The Rockville Channel (Cable Channel 11) programming   | 53    | 58    | 62   | 58           | 54     | 62     | 58           | 58    | 59        | 58           | 58           | 58       | 58           |
| The City of Rockville's Web site (www.rockvillemd.gov) | 64    | 64    | 63   | 64           | 60     | 67     | 64           | 64    | 63        | 64           | 64           | 57       | 64           |
| Building permit process                                | 51    | 49    | 54   | 51           | 49     | 52     | 50           | 47    | 58        | 51           | 50           | 50       | 50           |
| Crime prevention efforts                               | 58    | 56    | 64   | 59           | 58     | 59     | 59           | 59    | 58        | 59           | 60           | 47       | 59           |
| Overall City of Rockville police services              | 64    | 64    | 69   | 65           | 64     | 67     | 65           | 66    | 64        | 65           | 67           | 55       | 65           |

\*Average rating on 100-point scale (0=poor, 100=excellent)

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| Overall Quality of City Services Rating by Demographic Subgroups  |                                |              |               |                |                  |              |                              |          |              |             |     |              |                    |                      |                      |                        |                   |              |
|---|--------------------------------|--------------|---------------|----------------|------------------|--------------|------------------------------|----------|--------------|-------------|-----|--------------|--------------------|----------------------|----------------------|------------------------|-------------------|--------------|
|   | Respondent length of residency |              |               |                |                  |              | Respondent housing unit type |          |              | Rent or own |     |              | Household income   |                      |                      |                        |                   |              |
|   | 2 years or less                | 3 to 5 years | 6 to 10 years | 11 to 20 years | 21 years or more | City Overall | Detached single-family       | Attached | City Overall | Rent        | Own | City Overall | Less than \$25,000 | \$25,000 to \$49,999 | \$50,000 to \$99,999 | \$100,000 to \$199,999 | \$200,000 or more | City Overall |
| Overall, how would you rate the quality of services in Rockville? | 67                             | 67           | 70            | 71             | 71               | 69           | 71                           | 67       | 69           | 66          | 71  | 69           | 68                 | 68                   | 67                   | 71                     | 74                | 69           |

\*Average rating on 100-point scale (0=poor, 100=excellent)

| Overall Quality of City Services Rating by Demographic Subgroups  |       |       |      |              |        |        |              |       |           |              |              |          |              |
|---|-------|-------|------|--------------|--------|--------|--------------|-------|-----------|--------------|--------------|----------|--------------|
|   | Age   |       |      |              | Gender |        |              | Race  |           |              | Ethnicity    |          |              |
|   | 18-34 | 35-54 | 55 + | City Overall | Male   | Female | City Overall | White | Non-white | City Overall | Non-Hispanic | Hispanic | City Overall |
| Overall, how would you rate the quality of services in Rockville? | 66    | 69    | 72   | 69           | 68     | 70     | 69           | 70    | 67        | 69           | 70           | 66       | 69           |

\*Average rating on 100-point scale (0=poor, 100=excellent)

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| Public Trust Ratings by Demographic Subgroups   |                                |              |               |                |                  |              |                              |          |              |             |     |              |                    |                      |                      |                        |                   |
|---|--------------------------------|--------------|---------------|----------------|------------------|--------------|------------------------------|----------|--------------|-------------|-----|--------------|--------------------|----------------------|----------------------|------------------------|-------------------|
|   | Respondent length of residency |              |               |                |                  |              | Respondent housing unit type |          |              | Rent or own |     |              | Household income   |                      |                      |                        |                   |
|   | 2 years or less                | 3 to 5 years | 6 to 10 years | 11 to 20 years | 21 years or more | City Overall | Detached single-family       | Attached | City Overall | Rent        | Own | City Overall | Less than \$25,000 | \$25,000 to \$49,999 | \$50,000 to \$99,999 | \$100,000 to \$199,999 | \$200,000 or more |
| I receive good value for the City of Rockville government taxes I pay                   | 60                             | 65           | 64            | 66             | 69               | 65           | 67                           | 62       | 65           | 63          | 66  | 65           | 62                 | 63                   | 63                   | 68                     | 66                |
| I am pleased with the overall direction that the City of Rockville government is taking | 66                             | 68           | 68            | 65             | 63               | 66           | 65                           | 67       | 65           | 67          | 65  | 66           | 66                 | 63                   | 64                   | 68                     | 67                |
| The City of Rockville government welcomes citizen involvement                           | 71                             | 69           | 69            | 69             | 71               | 70           | 71                           | 69       | 70           | 70          | 70  | 70           | 68                 | 68                   | 69                   | 73                     | 68                |
| The City of Rockville budgeting process is open and understandable to residents         | 57                             | 59           | 59            | 60             | 61               | 60           | 60                           | 58       | 59           | 58          | 60  | 59           | 67                 | 60                   | 56                   | 61                     | 59                |

\*Average rating on 100-point scale (0 = strongly disagree, 100 = strongly agree)

| Public Trust Ratings by Demographic Subgroups   |       |       |      |              |        |        |              |       |           |              |              |          |              |
|---|-------|-------|------|--------------|--------|--------|--------------|-------|-----------|--------------|--------------|----------|--------------|
|   | Age   |       |      |              | Gender |        |              | Race  |           |              | Ethnicity    |          |              |
|   | 18-34 | 35-54 | 55 + | City Overall | Male   | Female | City Overall | White | Non-white | City Overall | Non-Hispanic | Hispanic | City Overall |
| I receive good value for the City of Rockville government taxes I pay                   | 62    | 65    | 69   | 65           | 63     | 67     | 65           | 67    | 62        | 65           | 66           | 59       | 65           |
| I am pleased with the overall direction that the City of Rockville government is taking | 67    | 66    | 64   | 66           | 66     | 66     | 66           | 66    | 64        | 65           | 65           | 66       | 65           |
| The City of Rockville government welcomes citizen involvement                           | 69    | 69    | 72   | 70           | 70     | 70     | 70           | 70    | 69        | 70           | 70           | 67       | 70           |
| The City of Rockville budgeting process is open and understandable to residents         | 58    | 59    | 61   | 59           | 59     | 59     | 59           | 60    | 58        | 59           | 60           | 53       | 59           |

\*Average rating on 100-point scale (0 = strongly disagree, 100 = strongly agree)



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## Voting Behavior Ratings by Demographic Subgroups

|   | Respondent length of residency |              |               |                |                  |              | Respondent housing unit type |          |              | Rent or own |     |              | Household income   |                      |                      |                        |                   |              |
|---|--------------------------------|--------------|---------------|----------------|------------------|--------------|------------------------------|----------|--------------|-------------|-----|--------------|--------------------|----------------------|----------------------|------------------------|-------------------|--------------|
|   | 2 years or less                | 3 to 5 years | 6 to 10 years | 11 to 20 years | 21 years or more | City Overall | Detached single-family       | Attached | City Overall | Rent        | Own | City Overall | Less than \$25,000 | \$25,000 to \$49,999 | \$50,000 to \$99,999 | \$100,000 to \$199,999 | \$200,000 or more | City Overall |
| Too busy/no time  | 63                             | 62           | 58            | 56             | 52               | 58           | 54                           | 63       | 58           | 63          | 56  | 58           | 59                 | 61                   | 60                   | 56                     | 55                | 58           |
| Just don't care about local politics                      | 66                             | 60           | 62            | 62             | 65               | 63           | 62                           | 65       | 63           | 65          | 63  | 63           | 64                 | 64                   | 63                   | 64                     | 62                | 63           |
| Don't have enough information about the candidates/issues | 74                             | 72           | 72            | 68             | 63               | 69           | 67                           | 73       | 69           | 74          | 67  | 69           | 74                 | 70                   | 71                   | 68                     | 70                | 70           |
| Don't have a way to get to the polls                      | 37                             | 33           | 34            | 34             | 34               | 35           | 32                           | 38       | 34           | 39          | 33  | 35           | 51                 | 44                   | 35                   | 29                     | 23                | 34           |
| Don't know whom to vote for                               | 65                             | 67           | 69            | 65             | 64               | 66           | 65                           | 67       | 66           | 67          | 65  | 66           | 75                 | 66                   | 64                   | 65                     | 70                | 66           |
| Feel their opinions don't matter                          | 52                             | 50           | 52            | 57             | 59               | 55           | 58                           | 51       | 55           | 51          | 57  | 55           | 62                 | 57                   | 54                   | 54                     | 52                | 55           |
| Intimidated/overwhelmed by the process                    | 40                             | 44           | 42            | 41             | 42               | 41           | 40                           | 44       | 42           | 44          | 41  | 42           | 67                 | 47                   | 42                   | 37                     | 32                | 41           |
| Local elections are not held with general elections       | 71                             | 64           | 66            | 63             | 60               | 64           | 62                           | 67       | 64           | 65          | 64  | 64           | 73                 | 60                   | 64                   | 64                     | 69                | 64           |

\*Average rating on 100-point scale (0 = strongly disagree, 100 = strongly agree)

## Voting Behavior Ratings by Demographic Subgroups

|   | Age   |       |      |              | Gender |        |              | Race  |           |              | Ethnicity    |          |              |
|---|-------|-------|------|--------------|--------|--------|--------------|-------|-----------|--------------|--------------|----------|--------------|
|   | 18-34 | 35-54 | 55 + | City Overall | Male   | Female | City Overall | White | Non-white | City Overall | Non-Hispanic | Hispanic | City Overall |
| Too busy/no time  | 66    | 55    | 54   | 58           | 59     | 57     | 58           | 56    | 62        | 58           | 57           | 60       | 58           |
| Just don't care about local politics                      | 66    | 59    | 67   | 63           | 64     | 63     | 63           | 65    | 60        | 63           | 64           | 62       | 63           |
| Don't have enough information about the candidates/issues | 76    | 70    | 61   | 69           | 68     | 70     | 69           | 67    | 73        | 69           | 69           | 76       | 69           |
| Don't have a way to get to the polls                      | 37    | 32    | 34   | 34           | 32     | 37     | 35           | 32    | 41        | 35           | 34           | 38       | 34           |
| Don't know whom to vote for                               | 69    | 65    | 65   | 66           | 63     | 68     | 66           | 66    | 66        | 66           | 66           | 68       | 66           |
| Feel their opinions don't matter                          | 52    | 54    | 58   | 55           | 54     | 56     | 55           | 55    | 55        | 55           | 55           | 55       | 55           |
| Intimidated/overwhelmed by the process                    | 45    | 40    | 41   | 42           | 40     | 43     | 42           | 39    | 48        | 42           | 42           | 41       | 42           |
| Local elections are not held with general elections       | 67    | 63    | 62   | 64           | 63     | 66     | 64           | 64    | 65        | 64           | 65           | 55       | 64           |

\*Average rating on 100-point scale (0 = strongly disagree, 100 = strongly agree)

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## Appendix IV: Verbatim Response to Open-ended Question

Following are verbatim responses to the open-ended question on the survey. Because these responses were written by survey participants, they are presented here in verbatim form, including any typographical, grammar or other mistakes. The responses are in alphabetical order.

**Question 17: Do you have any additional comments or suggestions that you would like to make regarding the City of Rockville and/or the City government's services and performance? Please feel free to continue your comments on an additional sheet of paper.**

- #1 Pedestrian safety initiatives - Twinbrook Pkwy, Veirs Mill & Rockville Pike - people cross in between traffic/cars - aggressive drivers & running red lights - very unsafe to both drivers & pedestrians.
- #14 - Impossible to determine a single factor. While I really like the location relative to the county & Wash D.C., I love the local community feel, the local police, recreation, development and so forth. I really like Rockville.
- #16 Is just guess work-mostly I guess, I don't know I love Rockville-soon after I moved here Dick Housepian became mayor & its been pretty good to very good ever since (and I know part of the purchase of the Civic Center that most have forgotten
- (1) \*Rockville, not county or state significantly delayed a necessary private community repair & tried to get us to pay for the city's responsibilities (2) what is the matter with your people? Parking fees in the new downtown discourage visits & shopping & visiting the library - duh, why shop here when all the malls--inside & out - are free - wake up!
- (1) Communicate to local businesses re construction I work at Barnes & Noble - little info on Randolph Rd. construction (2) more green space (3) better coordination of traffic lights
- (1) The bus stops are too close together. So close together that it would only take 1-3 minutes to walk to the next stop.
- (1) Traffic light timing (if any) are designed to make people take the longest time possible and waste the most gas. (2) The water was out at my apt for a day or so. The taste had started going bad about 2 months before. There was no boil water notices or other info. I won't drink it now. (3) you can't imagine the stupidity I've had to deal with at the police. I have not gotten a ticket but have been threatened to be shot. You can keep everything when I leave this town.
- \*Concerned the 5k race on Sunday, Nov 2. I am disabled and a van for the handicapped picks me up every Sunday for church between 8:45-9:15am in King Farm. The only way we could get in and out of King Farm was to leave at 7:30 am I wrote to "rocrum@mcrrc.org" 3x and was ignored. How insensitive!
- 1 Enforce the regulations regarding trash, lawn, and outside maintenance of neighborhood 2 provide and insist on use of city garbage cans & recycle 3 fix sidewalks & maintain (not cut down) trees 4 pay attention to all neighborhoods-not just historic areas
- 1 Wasteful spending in projects under pressure from environmentally i.e.-useless bicycle 270 overpass 2 enabling immigrants to remain isolated by supporting bilingual facilities.
- 1 Governing style: previous mayor was very visible and participated in everything my community did (Americana Center Condo). 2) Need to find way to mix new residents with old-time residents with all the new condos going up to build community.
- 1 The Rockville town center library doesn't have enough parking so I go to Gaitnersburg Library. 2 I hope trash collection doesn't have less collecting per week.
- 1. Parking major problem. 2. Stop spending our money on unnecessary projects. 3. Volume of traffic.

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- 1. People w/o cable or internet need better mailings 2. Would like separate paper recycling container & leaf pickup schedule 3. Why was outside pool cover postponed & weight room done first
- 1. We feel that Rockville is a great place to live and raise a family. The new town center is absolutely great. My wife and I are regular visitors. Unfortunately we seldom visit the restaurants on east Montgomery. This is the forgotten part of town center. This area is uninviting to customers. The lighting is extremely poor and with several vehicles blocking the street waiting to pickup either carryout food or passengers and in particular a police car parked front of the theaters in the evening contributes to the unattractiveness. Of course we feel very strongly that if and when the hotel decides to build this area will become a ghost town. 2. Parking in town center is primary reason that several businesses are having trouble. Their employees most of who are making minimum wage or slightly more and 80 plus dollars of paid parking will contribute to several more business failures. We wanted to attend some of the movies held on Saturday nights this summer. Unfortunately even with the parking in front of the theater and by the bank on befall we had difficulty parking. 3. Dense development: we need more street level parking in our retail areas. It is inconvenient to park in the garages or underground, take up elevator up and back down to, for example, get an ice cream cone. One major factor contributing to the failure of the old Rockville mall was the parking garage. Green space should be a priority in future development. 4. Pedestrian safety and law enforcement: A. We need better lighting at crosswalks throughout the city. B. Right turn on red "after stop" needs either to be enforced and if not eliminated. C. More enforcement of our traffic laws. Some problem areas can be improved with better and expanded calming devices. 5. Preservation of neighborhoods: we have tried for more than 25 years to get our neighborhood problems solved. I will say the staff has listened and been very courteous. However, our concerns have not been addressed properly. We hear a number of what seems to be excuses. For example, that if the city fixes something for us then other neighbors will expect the same. Evidently there are strong concerns throughout the city. All neighborhoods should be top priority in the city. Funding for all our neighborhoods should take precedence.
- 2c. The opportunities to attend cultural or arts events at no or moderate cost is good. Strathmore is much too expensive and as a result, I rarely attend.
- 3 Disabled people can't get along here alone.
- 355 Pedestrian crossings inadequate @ middle lane & Monroe Place to metro station. Need walk through underpass for pedestrians - raise 355 from Beall Ave to Jefferson St.
- A few years ago it took an enourmous amount of my time and energy to rid Greenplace Terrace of high school parking. It only happened because the parents at Falls Mead stepped in - any case I am grateful my street is no longer a parking lot.
- A larger or more visable police presence (sp.?) Is necessary. The residential property maintenance code is not enforced. Someone must have blinders on not to see the blatant violations-porches to near the property line, absolute junk in the front yard. I could go on forever.
- Activity for children after 6:00 pm. Because, sometime the people work far away and they no have enough time before this time
- After living here for 35 years, my entire life, my husband and I are looking to move out of Rockville,. It's too crowded, the housing is too expensive for young families and the property taxes are terrible. I'm sad to move, but have no choice. There's has been an increase in crime in my neighborhood too.
- Along with Mont. County, stop wasting our tax dollars on wasteful initiative like Montrose Parkway (a disaster). Export the illegal aliens and enforce all laws to deport illegals!
- Although I'm generally satisfied w/Rockville services, I feel as though the tax burden is relatively high. I would really like to see Rockville at the forefront of environmental protection/greening initiatives.
- Although relatively new to Rockville, & renting, I am very impressed by the city & the quality of life here. I also like the access to the countryside by bike-great for weekend cycling!
- As an amateur astronomer, I would like to see Rockville implement a "light pollution abatement program". Not to only it would give back the "night sky" to everyone, but it would result in substantial energy savings! The solution: full-cutoff lighting fixtures and more efficient light sources. It

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costs money to light pollute! Rockville should follow the example of some California communities. It would set a great example for the Washington metropolitan area!

- Beautify Hungerford Drive between the Rockville City Center & Gude Drive. It is ugly. Put covered bus stop with benches like Gaithersburg has done
- Been dissatisfied with mayor and council conduct during recent years. They need to understand how to work as a team for the city, not act like a gang of opinionated individuals - immaturity! Tax money spent on too many frills - entertainment, events, etc. Lower taxes and stick to basics. Cutting refuse and recycling service unacceptable badly handled.
- Both - generally fine
- Cable television is getting to high, just keeps going up, should not take cable channel that you don't watch or want.
- Can we make leaf collection more frequent but not so many consecutive days. Do not even consider removing the senior center garden plots please
- Charging for parking on evenings & weekends will discourage me from going to Rockville Town Center.
- City government is much too intimately intertwined with the business community especially development sector; improve flow and speed of vehicular traffic; stop charging for parking.
- City Hall employees need to be more "customer oriented". I visited City Hall recently to have water/sewage service changed to a new tenants name and several desks I had to go to accomplish this were unattended. I had to wait at least five minutes while other employees looked for the responsible person. When I was waiting I asked for a packet of info for new residents. I had to stand there while the packet was assembled and then had the information handed to me with an apology for not having anymore folders. I did not have a good impression of City Hall that day!
- City officials should monitor behavior in parks and dog parks more closely. Dog park users show disregard for others and most responsible dog owners don't use them. Language on basketball courts terrible.
- Clearer info on recycling/use less paper/post survey online
- Code enforcement can be abusive without ways to contest inspector demands. Hearing comments are not responded to individually so one has to follow up continuously. Parks/senior center are great/well run.
- Code enforcement on parking at residences and over renting in individual houses.
- Cor is not responsive to illegal aliens as in detailing & deporting. Cor is taxing and spending beyond the residents means. Once a week trash pick-up is not well received.
- Could you please fix the traffic lights for pedestrians on the corner of 355/Rockville Pike and Rollins Ave/Turnbrook Pkwy. Not enough time to walk across the pike plus there are old and new light polls. It's dirty and confusing which street light to press to signal for walking.
- Cut property taxes down, some residential streets need more light, is very unsafe to walk after dark. The recreations programs are too expensive we have 3 kids, and we can not afford it. The classes should be half price for kids that have reduced lunch at school.
- Decrease development. Establish maximum population density figures for Rockville.
- Don't expand the gov't: don't increase taxes.
- Don't have info for who to vote and when to vote
- Don't increase taxes. Seniors suffer.
- During tight budgetary times, the city should evaluate the usefulness of the community enhancement program/division. Having tax-supported staff to measure grass is a waste of limited resources.
- Ease traffic congestion. New Rockville town center - watch parking issue! We don't like being taken advantage of. We are now over taxed!
- Eliminate rec & parks and special events. They cost too much money. Bring fios to Rockville finally
- Encourage small community neighborhoods meetings with City Council officials to engage them in town govt. Election process.

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- Establishing remote locations such as police departments I easy access official offices where people can come and ask questions person to person. Promote safety with a more pronounce police department.
- Excellent new commercial development.
- Extremely disappointed with Rockville city police. Not enough enforcement of traffic laws, such as speeding running stop signs, etc. Also, not enough knowledge of local and state laws. They complain their hands are tied and cannot enforce the law.
- Feel afraid to drive anywhere because of red light cameras too much traffic and only going to get worse with all the new construction, including offices & homes.
- Fix the roads faster, no Bealls grant ii, bring the 4th of July back to downtown. Have more arts & crafts shows.
- Fix trash collection make public transportation more accesible.
- Form ethnic cultural committees to hear suggestions.
- Give more frequent surveys concerning individual opinions.
- Good job.
- Good location
- Great place to raise kids!
- Great place. Love it.
- Hard to find non-emergency police # in phone book never had good experiences with city governments before Rockville! I lived in N.Y. & Boston prior to Rockville. I appreciate the highly responsive city of Rockville. I leave voice mails & calls are returned or the problem is resolved with voice mail only! Amazing! Thank you!
- Having complete and up to date information on the city of Rockville website is very important, to allow people to actively seek info if they choose.
- Having to recently deal with some home improvement/fixes, the \$80 permit fees seem really high. For a home owner trying to maintain their home an electrical permit, structural permit add up. \$160 is a big chunk of a budget when you are trying to maintain
- Hear the people
- Hoc enterprises very difficult to communicate with - special services could be streamlined!
- Home owner information was poorly organized about 5 years ago and left me fuming. Any calls I have made regarding housing have been disappointed. The staff must be horribly overworked because they don't return calls or continually postpone events. Only in this area does Rockville fail.
- Housing
- I am 4th gen. Rockville resident, my children/grand children are naturally 5th & 6th respectively. All of us see we are priced out of Rockville as we continue to/thru retirement. All the new town cntr = way to elite & pricey. I am a mcps teacher.
- I am a licensed plumbing/gasfitting contractor in md, wssc, & rv - I have to say that while the staff & inspectors have all be easy to work with the permitting process is antiquated & cumbersome.
- I am a new resident of 1 uar, overall happy to be here. Would like to see Monroe Park entended on empty lot facing Monroe Place. We do need more green spaces in town.
- I am always disappointed that the Cambridge Walk Townhomes do not receive snow or trash removal from our city.
- I am concerned about the water quality.
- I am concerned that city services are under a strain and seem to be declining with increased development, i.e. snow removal, leaf removal, traffic-also in attention to enforcement of codes-?? With housing & criminally move law-income houseing in the downtown-Beall Street ii is too big!!
- I am handicapped. Under the current system, the trashmen come pick up my trash where I keep my trash bin-I do not have to try to take the trash to the curb. I have heard all about the upcoming new system for trash collection, but not one word about how handicapped people like me (or the frail elderly, for that matter) are going to be able to manhandle that big new bin down to the curb & back on trash day.

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- I am looking forward to the re design of 355 - it is a parking lot most hours of the day and I don't frequent stores/restaurants/etc. On it as much because I dread that road! Overall, though, Rockville has great public services!
- I am very happy living here. I think it is one of the safest and cleanest places that I've lived in. I love everything Rockville does to enforce being green & protecting our environment.
- I am very happy that my apt located in Rockville love the "location"
- I believe Rockville is the most outstanding city in all my 73 yrs. And I've visit many. Truely a wonderful place to live. I love my home & garden & all the friends I made from mayors to neighbors - by the way people of my religions get along great also. Animals are great & cared for
- I believe the Rockville Town Center and festivities held there will help to increase the sense of community in Rockville - however it is generally difficult with a city of this size. In addition, 270 bisects the town (I live west of 270 which creates a physical and psychological barrier to the heart of Rockville). Additional comment: also, I think events (such as concerts, fairs, etc.) Held in downtown Rockville will increase the awareness of people living in the greater metro area that Rockville may be a 'local destination point' for cultural and social gatherings. Also, I am in staunch support of the revamp of Rockville Pike - while functional - it is an ugly and congested avenue and is probably the single most visible thing associated with Rockville. It must be overhauled in order for Rockville to truly improve its image.
- I do not like the congestion and over building of Rockville Pike
- I do not see work opportunities, specialy for foreing born citizens. Visited the local Rockville authority and just to deliver my resume and I felt the bias & prejudice I've felt since my arrival to the U.S. in 1970.
- I don't feel that the Rockville city police are as motivated or responsible as Montgomery county police in an emergency situation.
- I enjoy reading the gazette and find it to be a useful way to obtain information about the area & events.
- I feel Rockville is the very best place to be in retirement. There is something here for everyone. Handy to everything & free bus rides, 1/2 ??? Metron
- I feel that it might be helpful to have a separate section or insert in "Rockville reports" on what is going on in local government-it would definitely draw my attention more then.
- I feel that Rockville bobbles & blunders its way to okness - puncuated with pettiness & obscure rancor, but a huge storm is brewing that requires setting aside simple shiboleths & formulas - good luck
- I grew up here. The most disappointing thing about living in Rockville (MD) is what the city & county have permitted to occur to our natural areas/trees. The method of clear cutting every tree for town-houses, etc. Rather than only cutting what is truly needed is terrible. Ex. Montross & seven locks corner. It has ruined our air quality and city overall. (thank you for the opportunity to comment.)
- I have a good opinion of the services and the way the city is run. Altho it seems crowded at times Rockville is a good place to live. Thanks for trying to make it an even better place to live.
- I have lived here several decades and continue to be happy that Rockville is where I moved to when I was transferred to Washington from out-of-state. It was great when Rockville reports came out twice a week (on newsprint paper.)
- I have lived in Rockville 12 years in 20853 area 11 year but in 20850 area only one year. I feel obviously the former is not so good as the latter (such as streets and trees...clean and tidy.) I hope other districts can catch up with step by step the town center of Rockville.
- I have lived in Rockville for 12 months and have been extremly impressed with local govt. While I have not participated in local, planning/govt events it seems clear that Rockville is being managed/led well
- I have lived in Rockville for 28 years and have enjoyed the services offered and the quality of life here.
- I have traveled throughout the U.S. and Europe, I have found living in Rockville to be one of the most pleasant atmosphere anywhere. I am very proud to be a Rockville citizen.
- I highly value the off-leash program for dogs and I worry that it may not be continued. It is not well advertised. I believe it should be.



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- I just moved from N.Y. these are a couple of things I know might be looking for. My 5 month old gets sick if he drink any water other than bottle, a deer was lose in a residential area, residents do not pick up after there dogs and there's no 99 cent store a least 20 blocks.
- I know that home purchasing information is public knowledge but it would still be good not see it on the internet when I do a search of my name.
- I like the new town center hometown holidays & events @ the town ctr are great!
- I like to live and do business in city Rockville. I like to open a group home for seniors limited to people in a residential area. Why is city of Rockville very strict in zoning ordinances, unlike Silver Spring a lot of friends have senior group home & happy with their business over there.
- I live in a retirement home which has excellent facilities for residents, so I feel that Rockville is aok.
- I live in Rockshire-city employees who have addressed our assn. Meetings are well informed and very professional. We are most fortunate to have Woolton's Mill Park in our community. We love it! I do wish there were a way to dispose of building materials residual from large do-it yourself projects.
- I live living in Rockville; however, I have a physical handicap and am very frightened crossing main roads as a pedestrian.
- I live on Lewis Ave and there not enough streetlights-it doesn't feel safe to walk at night.
- I love having the firworks @ Montgomery College.
- I love living in Rockville. I am very appreciative of city services and responsiveness to calls about problems and emails about concerns. I contacted city about a need for a crosswalk & within a short time there was a crosswalk (MD Ave & Beall). The city engineer contacted me in hours of my request.
- I oppose term limits for members of commissions.
- I prefer trash service 2x's a week. It would be nice to have scheduled tree trimming by neighborhood (like leaves are done)
- I really enjoy living in the city & feel like I can contribute & make a difference. But it is too congested at times. The services, people, & location more than make up for that.
- I strongly feel that the school zone speed limits should be lower, if a child darts out into & raffir it would be fatal, on main roads ex. 355 should have flashing lights or an overhead walkway near the new schools. At night it is hard to see people. I think it would be helpful to hand out stickers for backpacks, jackets that reflect light-need more thoughts & ideas for safety for all. Also on 355 near Best Buy/county club there is a large bump across the road on country club side-has been there for 3 yrs. And at night around 5-6:00 people traveling south 355 turning onto Vier Mills Rd are blocking the light and causing traffic jams for 355 n.
- I strongly support the city's efforts to improve pedestrian safety - but route 355 is still too dangerous and impedes access by walking.
- I think surveys are a waste of time.
- I think the city of Rockville has done a good job with their services.
- I vote in every election. I have no idea why people do not vote. Also, we have a large non-English speaking population that is unfriendly if you do not speak their language in the Twinbrook area.
- I wish there was a place that one can go to have fun like a restaurant that features a diner show, or something where we can dance international show. And music
- I wish you would stop tearing down trees to build things. I.e. the eye-sore that is being built @ the Falls Grove entrance off of Shady Grove!
- I would like 2 see more activities 4 parents & children together (ex hand dancing; art classes parents kid-vs-other school or location; things 2 do on the weekends
- I would like to receive more emails about crime incidents & prevention, about cultural events
- I would like to see the police more proactive rather than reactive.
- I would request that less open land be made available to developers, but since so little is left that is a moot point. Since I arrived in 2001 many farms have been converted to dense housing projects.
- Ice & snow removal from bus ramps-especialy Nelson & Azalea Dr. Not removed within 24 hrs so people can board buses etc-

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- I'm a single elder. Need more help and support from government.
- Improve pedestrian paths and add more pedestrian walkways; promote local economic activities such as farmer's market
- Improve quality of water in force threatening dog behavior
- In our neighborhood a vocal minority of nasty people have managed to restrict our egress from our neighborhood to 270 in the morning - argyle street needs to be re-opened to neighborhood traffic. If they want a street w/no traffic they should move out of our neighborhood.
- Increase the neighborhood program/division. The communication need to be cleaned up. Many houses are a mess or falling down. Not enough is done to make people clean up. I am willing to help in this process.
- Information in Spanish. Activities in my neighborhood.
- It bothers me that even this questionnaire has five different languages on the first page-if one cannot read English how can they fill out this form-
- It is very expensive to live here. Comcast is a rip off!! We need more choices. Does some one receive kick backs from the cable company? That would explain the Comcast monopoly.
- It was Chuck Miller who "brought" us here and rbba kept us entertained for many years.
- It would be nice to have restrooms open in the parks. Very inconvenient for walkers & families with young children!
- It's a great place to live-no complaints
- It's not the quality of the city's services it's the quantity. Reduce services, reduce the budget, lower property taxes.
- I've been very disappointed that Rockville hasn't been able to get a viable plan for town center yet - now we have the 3rd failed try - don't government members look around? W/out parking - this center will die too - unpaid or reasonable parking is a no brainer.
- I've gone on trips sponsored by parks & recreation dept. That were very well run.
- I've lived here since 1963 & I'll have to move out to retire it has just become too expensive to live here on retirement
- I've lived in Rockville since 1970. I've seen many paving projects over the years. I was/am very disappointed w/the quality of work in the Twinbrook area this past year. Is this the quality level we've become to accept?
- Just one: last year there was an important public meeting on the city selling affordable homes to low income residents in my neighborhood, and we had maybe one week notice of it---not enough notice to me.
- Keep taxes low
- Keep up the good environmental work-more development in town center-proceed w/plan for Rockville pike-it's ugly and crowded-no character.
- Keep up the good work! I love living in Rockville I'm a New York City transplant and Rockville offers the best of city and suburban life!
- Keep up the good work. We love Rockville!
- Large disconnect with needs of older citizens who enjoy walking, but have very few restrooms to meet their needs. As I approach 60, I find the need public park restrooms very important. And yes Mrs. Mayor, I go before I leave the house, but when you're training for a 1/2 marathon and walking over 2 hrs, your going to need a restroom!
- Leaf pickup in Twinbrook has been poorly scheduled for 14 years. (at least) residential code enforcement policies need to address defacto tenements in single family homes.
- Leaf pickup too late, too infrequent
- Left turn arrow at 28 onto north Washington! Ban & enforce it: skate boards on sidewalks & in parking lots.



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- Life here is great, but very expensive! Government programs help the poor (section 8 housing), but then residents cause many problems! Increased police activity in my neighborhood in the past 3 months alone!
- Light the streets!
- Like the balance of rec./open area to developed areas. -pike is too developed w/o safe traffic access & foot access. -good emphasis on quality of cust. Service by employees.
- Love Rockville town center, please consider expanding it soon. Would like more swimming classed for kids at the aquatic center.
- Lower taxes; less government; trim budget; maintain adequate police force;
- Lower trash rates for senior citizens or charge per weight
- Maintain refuse & recycling as is.
- Make neighborhood crime data more widely available. Don't allow make shift construction/home improvement projects to go unfinished for more than a month. Better leaf pickup notice.
- Mandate recycling in communities like Plymouth Woods
- Many feel disengaged from planning land use, construction, environmental issues because of a lack of information and the why. It would be great to have an understandable presentation. Also it seems the council does not listen to citizens.
- Mayor and most council members are non-responsive to citizens concerns, as the city manager. Development seems to be the #1 good with no regard to neighborhoods. "preserving neighbors" is lip-service. Traff in neighborhoods is awful.
- More clearer info about community activities, more neighborhood activities to allow knowing people living around.
- More control over Comcast. You gave them a charter and do not ever attempt to control or punish them.
- More information in Spanish. The special events for kids are excellent.
- More street lights needed in narrow /side streets in Twinbrook Pkwy.
- More street lights, more pedestrian walk signs, but living in Rockville is great!
- More thought & careful planning should be given to trees & shrubs planting along the Wootoon Parkway between Rockville Pike & Tower Oak. So many trees & flowering bushes have been planted carelessly and died. The grass cuttings are done so poorly that the bad weeds and undesirable voluntary trees become so big (spreading bad seedlings into private properties) & take over the good pines, spruce and flowering trees & shrubs. Exception: the 4 ginkgo trees at w. Edmonston & Wootoon p. Are magnificent. Also tree plantings along some of the residential (sidewalks) can be improved with more desirable trees not hitting the electrical lines and poles.
- More time and depth for the electoral process on the Rockville cable channel. More candidate forums televised. Expand the council to one member from each voting district.
- More trimming of tree branches needed at power lines-along Baltimore Road. (finish sidewalks & curbs on same).
- My wife and I love living in Rockville! We have lived here since 1998. One suggestion - curtail growth. All services are strained - traffic is out of hand - schools are overcrowded - etc. How many shopping centers do we really need!
- Need more fish markets & restaurants.
- Need more maintenance of city parks - too much graffiti
- Need more police officers doing traffic enforcement. I never see the citys motor unit anymore. Would like to see more traffic enforcement.
- Need more safe bicycle routes.
- -no parking fees for Rockville's library! Charging for parking is not a way to encourage people to use public transportation! -if you are going to translate sign, ads, notices to other languages, do it right! (e.g., Spanish)
- No speed cameras!

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- No. In the future, please do not send any surveys to 647 Aizlea Dr, @2. Thank you!
- Not enough good restaurants or entertainment night sports. Not enough arts events. Needs to be more pedestrian friendly. By not having these, there's no "draw" both for residents & neighboring communities.
- Not enough is done for pedestrian safety. Too much money on Montrose Parkway
- Our water tastes awful. Please remove some of the minerals & get a better filter. Rockville streets & neighborhoods need more lighting.
- Over the last 37 years I feel that two signature Rockville programs have slipped in frequency/execution - leaf collection & snow removal - right now there are two huge piles of leaves blocking the street - residents need more frequent leaf pick up - snow plowing, too - that said - these are relatively small issues compared to overall quality of Rockville
- Overall the city is perfectly well & clean, my comment is concerning side street parking (residential areas), double parking is getting dangerous as I noticed. Thanks! Some kids bikes park outside homes, or at culdesac, are becoming very much dangerous...
- Overall, it is a great community. However, I (citizens) should be reminded by email or mail when construction projects or environmental initiatives are about to take place. Our ability to voice our concerns in a public forum is important.
- Overdevelopment on i-270 and Rockville pike-too much congestion. Disagree with 1 week refuse collection b/c it invites rats and diseases.
- Parking has become a nightmare in Blandford Street due to overwhelming amounts of commercial vehicles (all-types) parked on both sides of the road. Please take necessary action.
- Parking lots in downtown center should be free. Charging hurts local business & discourages people from going when they can go elsewhere & park free!
- Perhaps finding a different food market would please all of us. Fresh foods on whatever it's called doesn't seem to be interested in serving us. It's needed for the residents of t.c. + for the neighborhoods around.
- Plants & shrubs on side roads very poor. City of Rockville or state highway adm. Is responsible or no coordination & poor lighting of main roads. Not followed up on sidewalk replacement Romanos const. Poor clean up. Some unnecessary work done - neighborhood should input experience. It's 2008 and still no side walk construction on Edmonston Dr between Lewis Ave and Veirs Mill Rd. Does the city is waiting to have a pedestrian to get injured or kill. Note: the ongoing work repairing unnecessary side road curve along Veirs Mill Rd southbound who follows the cleanliness and the safety, there are rocks on the side service road, destroyed green areas and heavy equipment oil leaking also shrubs damaged...who is the responsible to make sure all is in good order? The new job by Broadwood Dr and the church was unnecessary.
- Please do more public activities. Thank you!
- Please do not allow the community to continue to remodel "mc mansions" on a rambler footprint. Please make property owners maintain their properties!! Please stop multiple-families in single family homes. Please stop multiple families piling up in these Rockcrest/Twinbrook houses that are made for one single family and adding on to the houses to occupy multiple families that add 8-10 cars per household on streets
- Please don't use cameras as a means of traffic enforcement. (or for revenue!)
- Please improve community enhancement & code enforcement. Not all neighborhoods treated equally. In some neighborhoods, when you call this department about problems at rentals & foreclosed properties, the officer comes out, does nothing & there is no follow-up. The basic guidelines (listed on your website & check your home book) are not being taken care of by all officers in all neighborhoods. Also, people are renting out houses without applying to be legal landlords. Call the city, nothing done!
- Please make Rockville more walkable - less shopping centers - dealerships and more real streets. Pike needs serious pedestrian safety improvements. - it's really scary to walk along and cross at crossings.
- Please send more individual reminders about city ordinance about cleaning up after dogs and allowing to run (early morning/after dark) off leash! I live near a very inconsiderate neighbor. Yes, I did speak to him a long time ago about it and was ignored.

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- Please stop all the irresponsible & ugly growth. I work only 5 miles from home & it can take me an hour to get to work sometimes - Rockville pike needs improvements. It is also dangerous to cross Rockville pike, especially at Twinbrook. An elevated pedestrian path would help.
- Please, no more ugly high rise apartment/condo buildings. Rockville pike is such a mish-mash of building styles - I hope the new zoning will address this. In the town center, we have some mediocre restaurants (Austin Grill, first morning). Let's get a real bakery, not a chain restaurant, something different - a better breakfast place, an Italian deli, that makes great sandwiches, an Indian place, a better Mexican restaurant.
- Pleased with the trash collection & ice/snow removal except plowing often results in my driveway being blocked with huge mounds of ice/snow. Do not put result of plowing in homeowner driveway.
- Police dept is weak county is better
- Police officers are extremely friendly, responsive and helpful. Most importantly the community programs in town center are an outstanding addition and make Rockville a wonderful place to live!
- Police protecting within apt complexes, namely king farms s/b more extensive & prominent to residents within. Discourage door-to-door advertisers with paper adv. Information on door knobs -
- Police-top notch!
- Poor enforcement of code violations, specifically 627 West Lynfield Ave and most of Blandford St.
- Practically no police presence or speeding oversight on Twinbrook Parkway. Why a speed camera on Baltimore rd and not in front of meadow hall? Why are crosswalks so dangerous? Why is the quality of Twinbrook so rotten?
- Prop taxes too high since economic problems developed
- Property tax is too high and doesn't reflect the wmarket. Street parking problem in my neighborhood
- Property taxes are astronomically high. Trash pick-up & recycling services are terrible compared to other Montgomery county cities.
- Providing information in multi-languages, i.e. Chinese, Korean etc
- Public transportation and more multicultural communication, just like this survey
- Re: #14 it was hard to choose just one because all those things are present & what I like about living in Rockville. Re: parking in town center-I understand the need to charge & extend the hours, but I think there should be a way to pay for less than an hour. I often run to the bank or pick up something that may take 10 minutes, but I always need to pay for an hour.
- Recycle, trash & refuse collections very sloppy drop things all the time leaves a mess could do better! \*this is the worst trash, recycle...service I've ever had.
- Reduce taxes
- Reduce taxes on property. Increase sales tax. Get rid of traffic control cameras i.e., speed & stop light. Put police on their feet and out of cars.
- Refuse/utilities seem a little expensive.
- Remove all cameras
- Reschedule the leaf pick-up for change in climate, please.
- Restore 2 day trash pick up
- Retiring in Rockville would be nice. Unfortunately Montgomery County is getting too expensive & crowded. I am also worried about continued building of high rises!
- Rockville is a very good place to live but too expensive for housing.
- Rockville although it has grown, still has a small town atmosphere. Officials are accessible. That's the thing I like most about my city. I've lived here 52 years.
- Rockville and Montgomery County in general have the highest taxes for its residents.
- Rockville has come a long way & I am very proud to live here! Thank you!!
- Rockville is a great place to live - the city does a great job of planning & development. I wish we had more accessible & really nice parks like Howard County. The water unfortunately is horrible - I can't drink it or use my ice maker.

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- Rockville is a great place to live. It is however expensive when you live on a fixed income. You have to be really poor or pretty well off. Middle class gets no help.
- Rockville is an excellent small city in which to live & raise a family. The services are excellent although I would like to see longer library hours. Thank you
- Rockville senior center programs and services are excellent.
- Rockville street markers are a disgrace. They are unreadable. Wrong colors, terrible contrast, small letters that are too closely spaced. Markers are invisible to seniors, especially at night. Rockville emblem takes up needed space. Markers do not meet ies standards.
- Secure bicycle storage near the metro stations may increase bicycle use. A free commuter bus between Twinbrook metro & Congresswood Plaza & Rollins Park & Hebrew Home may ease congestion. The pavement in front of the Audi dealership on Rockville Pike is Buckling Ave to large trucks stopping during construction
- Shorter survey
- Should have asked about city budget priorities. Should have asked about city willingness to listen to citizen input
- Simplify the Rockville web site - the search engine sometimes takes you to unrelated searches-have Rockville customer service employees assign case members to enquires when contacted by phone or email & actually follow up to requests & answer a citizen's concern
- Since it is all right now, I would suggest to change the way the leave pick up is scheduled
- Slow down on developing of apartments until present developments are filled.
- So far (Nov. 17) we have not seen any leaf pick-up in this area (1)
- Staff of the city of Rockville office should return calls!
- Stop raising our taxes!
- Stop the excessive overdevelopment. It is making life and transit in the city unbearable. Do something to fix the horrid traffic problems in the city- e.g. the East Jefferson/Montrose Road/Montrose Parkway work has created more harm than good for traffic issues.
- Stop the speed cameras
- Strayer police presence in kf & our traffic enforcement on Gartber Rd.
- Taxes are very high especially for retired people. Needs to reduce services, especially to illegal individuals, stop supporting casa het promotes illegals. Rockville cannot & should not subsidize breaking the state & federal laws.
- The bickering that sometimes takes place at mayor and council meetings is embarrassing to the reputation of the city of Rockville. The citizens and the staff deserve more civility among its elected officials.
- The change in trash pickup-some people received info several times over, some not at all.
- The city does a great job providing the necessary services. It shouldn't kill itself trying to expand involvement in civic/recreational activities to those who really don't care/have time for it, which is the usual motive, I/m/o
- The city does not have a strict enough residential property maintenance code enforcement. We have a house, just one house, because of all the blow up items, trash, etc. In the front of the house that brings our entire street/neighbor down! And nothing has changed in the 49 years I have lived across the street; in years - probably gotten worse!
- The city government continually seeks input and then allows over-development anyway. (question 9b)
- The city has ignored the need for the Rockville volunteer fire department to have adequate space to grow w/the needs of its stakeholders in a location where they can rapidly respond to the entire response area. The feeling is that the city has snubbed RVFD which has played avita/role in Rockville for more than 70 years. Comment continued from p.4 the cities lack of actim to support the RVFD is putting its residents in severe jeopardy

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- The city needs to replace old water ?? Asap. Though the cost is high, in my neighborhood I spend over \$500 per year to filter high concentrations of iron and other minerals from my water to protect my appliances and plumbing.
- The city of Rockville and its environs look, feels & lives like 1 giant strip center.!
- The city of Rockville is a great place to live! Overall, we are very pleased with the government here. However, I do feel that the city and county council members need to listen more to the voice of the people instead of passing legislation based on personal opinion or special interests. I.e. passing of transgender protection laws against the voice and concerns of citizens.
- The city of Rockville tries to do too much. My taxes went up 37% this year to support services and projects I could do without.
- The difference on the many neighborhoods and how the city maintains them. The deplorable state of Vern Mill Rd especially on Twinbrook area
- The leaf blowers blow leaves at a very bad time of day around 3-4 am. They make a lot of noise and it makes it very hard to sleep
- The leaf collection schedule is better than previous years. The first leaf collection now comes after the leaves have begun to fall. (in Twinbrook)
- The one issue I have is the replacement of trees on the city easement in front of my house. They keep dying and when replaced there is no balance of where they are planted - 1411 Kersey Lane -
- The pear trees on Nelson St. Are troublesome. The street needs something less messy
- The police force needs more money to hire more officers so they can patrol our neighborhoods more often. We need our children to be safe while walking.
- There appears to be preferential treatment given to various neighborhoods by the city. For example, Argyle St residents have an inordinate number of "modifications" to traffic patterns on their street. Why - who do they ?
- There are lots of people who are struggling in their financial crisis to pay their bills and city of Rockville is still adding taxes to their property and other things. I think those who are in charge should think twice before they add anything to their expenses. Thanks
- There has been too much residential growth in recent years
- There is no parking for overnight guests in the Rockville town square neighborhood. Would be willing to pay for it. Garages should be 24 hours. Too many noise activities in Rockville town square for the residents. I truly believe no one will want to live near the square if these non-stop activities continue except for land college types. I could be wrong. Also Austin Grill started up again with their loud bands on 11/14/08
- There should be recycling bins at the parks and athletic fields.
- They don't do enough about people up keeping their properties!!!
- They suck! The council does what ever they please, and we are becoming an illegal alien heaven! Twinbrook is another Langley Park after 50 years in Rockville, I am moving. The reasons? Taxes - traffic illegal aliens - over populated, and overdeveloped! Good bye!
- This mayor & council is totally lacking in comity, starting with presiding officer's "put down" discourtesy to other members. Totally dysfunctional. Worst in 35 years I have lived here!
- This survey is too long.
- Too expensive.
- To improve security on the shopping areas in order to prevent maras ms-13 and others. Gang's activities, drunk people (Twinbrook shopping) and drug selling on (Lincoln, East Rockville area). To announce on tv newspaper etc. They will be arrested and deported. Thanks.
- Too many cars in the city of Rockville, too many cell phones, people do not pay attention to the road.
- To organize-Russian interpreters for seniors when they've appointments with doctors. -in subsidence house the health-improvement halls or exercises for seniors.
- To replace broken recycling bins.

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- Too many and too officious enforcement officers. They make life miserable hounding people over trivial matters. Get rid of them!
- Too many people; too much development-same old roads.
- Too much taxes. New taxes to expend on not necessary things I feel overwhelmed by the taxes.
- Too much traffic
- Too much traffic
- Too much trash in streets. Too much trash generated on trash pick-up days because care isn't taken by waste management people.
- Town center is beautiful, although we know so expensive. Hopefully you realize a lot of Rockville citizens are on fixed incomes and longtime residents are experiencing hardships because of rising utility costs and rising taxes and fees. Thank you.
- Traffic & speeding
- Traffic congestion is the primary reason I cannot rate Rockville quality of life as excellent. The overall expense and stress of dc suburban life is why I will not retire here.
- Traffic is crazy yet we keep building but have not addressed the increase in traffic - Comcast is a joke - we deserve other cable options now. Very expensive to live here - moving to be an elite area only.
- Transportation issues are mishandled - Montrose "parkway" project is a disgrace and a major traffic concern; red light & speed cameras lack due process protections; city telephone response is polite but ineffective & does not follow up on several issues.
- Trash collection twice a week (at least in the summer) would be better. Given the city's efforts on recycling, it would be great if there were more items that could be recycled under the program. Also, there don't seem to be enough public basketball courts.
- Trash service is excellent! More traffic monitoring on Sunrise Drive. Thanks!
- Trees in my neighborhood (Twinbrook) are desperately in need of trimming away from powerlines. On the street I reside on; many trees are very low hanging over the street as well!
- Use of cell phones while driving should somehow be strongly discouraged. It leads to unsafe driving.
- Very difficult to walk into downtown along Falls Road/Mo. Ave. It is very dangerous to cross the i-270 ests onto Falls Road. Cuts down on walking/bicycling into downtown.
- Very disappointed Rockville does nothing to preserve the trees at 355 & Montrose to support the crow roost!! The crows have been coming there each winter for many years. I am so tired of seeing "development" destroying everything living. Shame on you. I am tired of not being able to drive from my home on Monroe St. To 270 in the mornings it is a complete joke that Rockville caved to a few rich people on Argyle Street and cut the rest of us off from driving out of our neighborhood. I will continue to work against everyone that was on city council when they allowed the argyle street fiasco to be enabled.
- Very happy with services during 40 years we've lived here
- Very pleased with services-except-every time snow is plowed we wind up with huge mounds pushed into our driveway. Please have contractors not do this. If cars illegally parked to make this difficult please tow or ticket them.
- Walk in streets around metro for a mile radius and see how poorly lit those streets are.
- Walking & biking alongside or across Rockville pike not easy.
- We are very satisfied with Rockville, unfortunately when we consider where we live, we realize we're in Maryland, which drags Rockville down. We feel that MD is always trying to take our money for nothing in return, especially mva.
- We enjoy Rockville. We would love for the city to continue creating programs and events to bring our big city together to feel like a small town. Help neighborhoods get to know their neighbors more than once a year!
- We like living in Rockville!!



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- We liked the 2x weekly refuse collections better than new system. We are looking forward to the replacement of the water mains. We have experienced a lot of short duration water outages.
- We love living in Rockville - we have 2 small kids - we love Mattie Stepanelli Park & all of the cultural events, but we're moving away this summer b/c it's not possible for us to purchase a single family home in your neighborhood. We will miss it here.
- We need a grocery store in town center we need a houseware store in town center
- We need an arts center in the Rockville town center for teenagers & adults. Also, please plant trees along Wootton parkway so it is no just lawn!
- We need better lighting on 700 block of far Dam St. In college garden. It's very dark with the present system.
- We need more resources to help lower income family.new immigrants & any people who needs help. The communities, business & churches should be part of resources.
- We need to control 2-3 families in single homes. Imigrants are living in groups in apts. & houses. Are we checking the illegal imigrants? Inspection of care of property is failing. West end needs to be checked out. We have a house on Anderson Ave that appears to be a shack. There is a property on Anderson Ave with a woods planted on the street property about 6' from street.
- We recently moved to Rockville (8/08) and love how quiet and walkable our neighborhood is (east Rockville). The town center is great and we really enjoy all the events and activities.
- We were told, that soon the refuse collection will happen just once a week. We think that it is very bad! The climate of Rockville is hot in summer! We do not want to live in the stinky place! Help us to avoid it!
- We would like to see enforcement of the stop sign in our neighborhood (Taylor Ave & Robert Rd). People use it as part of a cut-through to avoid a portion of 28 and most drivers roll through the sign. Avoiding an accident there is a daily occurrence.
- Website not very well designed.
- We've lived here a little over 3 months and we love Rockville and king farm.
- When fios will be available in Rockville? The situation is absurd!
- When the climate changes (snow, rain, wind) my electricity and lights often go out.
- While Rockville has a reputation for having strong building codes, they are far from sufficient. A comprehensive strengthening is needed, particularly in the energy efficiency areas (windows, insulation, hvac)
- Why are streets in Twinbrook forest being paved when Baltimore Rd has been in such bad shape for "4" years? If trash pick-up goes to once a week, what are you going to do for "creature/rat" control? What about speeders on neighborhood streets?
- Why doesn't DIRECTV carry channel 11?
- Wish that the east side had more upgrades.
- Would like to have the city of Rockville channel on direct tv possibility to have the Rockville news in braille for the blinds in the area
- Would like to see 1 or 2 more programs for children <24 months in recreation guide or at Rockville library.
- Would like to see some sort of control over front yard giant balloon displays that run over a course of 2-3 months.
- Yes
- Yes, I would like a leaf pick up deck 15 after deck 15 and before Christmas.
- Yes: more community meeting
- You never mentioned the library! I go there at least once a month. Town center is great.

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## **Appendix V: Survey Methodology**

### ***Survey Instrument Development***

The Rockville Citizen Survey was administered by mail in November of 2008. This was the fifth iteration of the survey. General citizen surveys, such as this one, ask recipients their perspectives about the quality of life in the city, their use of City amenities, their opinion on policy issues facing the City and their assessment of City service delivery. The citizen survey instrument for Rockville was developed by starting with the version from the previous implementation in 2007. A list of topics was generated for new questions; topics and questions were modified to find those that were the best fit for the 2008 questionnaire. In an iterative process between City staff and NRC staff, a final five-page questionnaire was created.

### ***Sample Selection***

The 2008 Citizen Survey was mailed to 2,000 Rockville randomly selected households. To ensure households selected to participate in the survey were within the City of Rockville boundaries, the latitude and longitude of each address was plotted to determine its location within the city. Addresses that fell outside of the city boundaries were removed from the sample. Attached units within the city were oversampled to compensate for detached unit residents' tendency to return surveys at a higher rate. An individual within each household was selected using the birthday method. (The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys.)

### ***Survey Administration***

Households received the four mailings in October and November of 2008. The first was a postcard, signed by the Mayor, notifying them they had been selected to participate in the Rockville Citizen Survey. About a week later a survey was mailed with a cover letter signed by the Mayor, a five-page questionnaire and a postage-paid envelope. Approximately one week after the first survey was mailed, a second survey was mailed, with a cover letter asking those who had not yet participated to do so, while informing those who had already completed the survey not to do so again. A reminder postcard, also signed by the Mayor, was mailed to residents a week after the second survey.

About 4% of the postcards were returned as undeliverable because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 1,922 households that received the survey, 837 respondents completed the survey, providing a response rate of 44%.

### ***Reaching Non-English Speaking Residents***

The cover letter and survey were mailed to residents in English. However, the cover letter included a sidebar with a paragraph in five languages (Spanish, Chinese, Vietnamese, Korean and Russian) that described the contents of the packet, and provided a phone number to call if the resident wanted to receive the survey in another language, or get assistance in completing the survey.



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Translation services were subcontracted by the City of Rockville. A call center was available during the day to take calls from non-English speaking residents and a voice mail box was created for each of the five languages to receive calls after hours. In total, 91 calls were received, and 73 translated surveys sent to these residents. Fifteen requested additional help by phone to complete the translated surveys. The table below displays all the contacts made, by language.

| <b>Multicultural Community Outreach Results</b> |                |                |                |               |                   |              |
|---|----------------|----------------|----------------|---------------|-------------------|--------------|
|   | <b>Spanish</b> | <b>Chinese</b> | <b>Russian</b> | <b>Korean</b> | <b>Vietnamese</b> | <b>Total</b> |
| Total number of calls                           | 38             | 34             | 4              | 12            | 3                 | 91           |
| Requests for surveys                            | 30             | 27             | 4              | 9             | 3                 | 73           |
| Surveys sent                                    | 30             | 27             | 4              | 9             | 3                 | 73           |
| Requests for assistance by phone                | 6              | 7              | 0              | 2             | 0                 | 15           |
| Completed surveys returned                      | 6              | 8              | 2              | 5             | 1                 | 22           |

## ***Confidence Intervals***

It is customary to describe the precision of estimates made from surveys by a “level of confidence” (or margin of error). The 95 percent confidence level for this survey is generally no greater than plus or minus three percentage points around any given percent reported<sup>1</sup> and two points around any given rating on the 100-point scale. The confidence intervals are larger around estimates for subgroups and for comparisons between survey years.

## ***Weighting the Data***

The demographic characteristics of the survey sample were compared to those found in the 2000 Census estimates for adults in the city. Sample results were weighted using the population norms to reflect the appropriate percent of those residents in the city. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were respondent gender, age and housing unit type (detached versus attached). This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The magnitude of differences of opinion among these subgroups
- The weighting, if any, done in prior years

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The percentage of residents with demographic characteristics that are least similar to the percentages in the Census and the demographic categories of residents whose opinions are most different from each other are the best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

<sup>1</sup> The margin of error was calculated using the following formula:  $1.96 * \text{square root } (0.25/802)$ . This margin of error is calculated in the most conservative way. The standard error was assumed to be the greatest for a binomial distribution: 50%/50%.

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The results of the weighting scheme are presented in the figure on below and the variables used are shaded grey.<sup>2</sup>

| Rockville 2008 Citizen Survey Weighting Table |                              |                 |               |
|---|------------------------------|-----------------|---------------|
| Characteristic                                | Population Norm <sup>1</sup> | Unweighted Data | Weighted Data |
| <b>Housing</b>                                |                              |                 |               |
| Own home                                      | 68%                          | 70%             | 70%           |
| Rent home                                     | 32%                          | 30%             | 30%           |
| Detached unit                                 | 60%                          | 49%             | 60%           |
| Attached unit                                 | 40%                          | 51%             | 40%           |
| <b>Race and Ethnicity</b>                     |                              |                 |               |
| Hispanic                                      | 14%                          | 8%              | 10%           |
| Not Hispanic                                  | 86%                          | 92%             | 90%           |
| White   | 70%                          | 70%             | 68%           |
| Non-white                                     | 30%                          | 30%             | 32%           |
| <b>Sex and Age</b>                            |                              |                 |               |
| 18-34 years of age                            | 28%                          | 16%             | 27%           |
| 35-54 years of age                            | 43%                          | 38%             | 43%           |
| 55+ years of age                              | 30%                          | 46%             | 30%           |
| Female  | 52%                          | 58%             | 52%           |
| Male  | 48%                          | 42%             | 48%           |
| Females 18-34                                 | 13%                          | 10%             | 13%           |
| Females 35-54                                 | 22%                          | 22%             | 22%           |
| Females 55+                                   | 17%                          | 26%             | 17%           |
| Males 18-34                                   | 14%                          | 6%              | 14%           |
| Males 35-54                                   | 21%                          | 16%             | 21%           |
| Males 55+                                     | 13%                          | 20%             | 13%           |
| <b>Household Income<sup>2</sup></b>           |                              |                 |               |
| Less than \$25,000                            | 15%                          | 10%             | 7%            |
| \$25,000 to \$99,999                          | 56%                          | 49%             | 49%           |
| \$100,000 or more                             | 30%                          | 41%             | 43%           |

<sup>1</sup> Source: 2000 Census

<sup>2</sup> Household income in 1999

<sup>2</sup> An example of how weighting works may be helpful. Hypothetically, suppose the population norm for households in single family detached housing versus attached housing was 50%/50%, but 70% of the surveys we received were from households in single family detached housing, and 30% were from households in attached housing. The weights we would need to apply to make our sample representative of the population would be 0.7143 for those in single family detached housing (thereby giving each response less weight in the overall ratings) and 1.6667 for those in attached housing (giving each response more weight overall). Let's further suppose that these two groups had very different ratings of parks; those in detached housing felt very favorably, giving a rating on average of 80 on a 100-point scale, and those in attached felt much less favorable, giving an average rating of 40 on a 100-point scale. Given that we had more responses from those in detached housing, if we did NOT weight the results, we would be left with a rosier picture of the perception of parks by Rockville residents than if we did weight the data. The unweighted average rating is 68 on a 100-point scale ( $80 \times 70\% + 40 \times 30\%$ ), while the weighted average is 60 on a 100-point scale ( $80 \times 50\% + 40 \times 50\%$ ).

| Characteristic         | Percent in Population | Percent in Sample | Weight | Unweighted Rating of Parks | Weighted Rating of Parks |
|------------------------|-----------------------|-------------------|--------|----------------------------|--------------------------|
| Single Family Detached | 50%                   | 70%               | 0.7143 | 80                         | 80                       |
| Attached               | 50%                   | 30%               | 1.6667 | 40                         | 40                       |
| TOTAL                  | 100%                  | 100%              | ---    | 68                         | 60                       |

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## ***Data Analysis***

The surveys were analyzed using the Statistical Package for the Social Sciences (SPSS). For the most part, frequency distributions and average (mean) ratings are presented in the body of the report. Anova and chi-square tests of significance were applied to breakdowns of selected survey questions by geographic and demographic subgroups. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they are so noted.

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## Appendix VI: Jurisdictions Included in Benchmark Comparisons

Listed below are the jurisdictions included in the national benchmark comparisons provided for the City of Rockville followed by its 2000 population according to the U.S. Census.

|                                |         |                               |         |                                |           |
|--------------------------------|---------|-------------------------------|---------|--------------------------------|-----------|
| Agoura Hills, CA .....         | 20,537  | Bozeman, MT .....             | 27,509  | Corvallis, OR .....            | 49,322    |
| Alamogordo, NM .....           | 35,582  | Breckenridge, CO .....        | 2,408   | Coventry, CT .....             | 11,504    |
| Albemarle County, VA .....     | 79,236  | Brevard County, FL .....      | 476,230 | Craig, CO .....                | 9,189     |
| Alpharetta, GA .....           | 34,854  | Brisbane, CA .....            | 3,597   | Cranberry Township, PA .....   | 23,625    |
| Ames, IA .....                 | 50,731  | Broken Arrow, OK .....        | 74,839  | Crested Butte, CO .....        | 1,529     |
| Andover, MA .....              | 31,247  | Broomfield, CO .....          | 38,272  | Cumberland County, PA .....    | 213,674   |
| Ankeny, IA .....               | 27,117  | Bryan, TX .....               | 34,733  | Cupertino, CA .....            | 50,546    |
| Ann Arbor, MI .....            | 114,024 | Burlingame, CA .....          | 28,158  | Dakota County, MN .....        | 355,904   |
| Arapahoe County, CO .....      | 487,967 | Burlington, MA .....          | 22,876  | Dallas, TX .....               | 1,188,580 |
| Archuleta County, CO .....     | 9,898   | Calgary, Canada .....         | 878,866 | Dania Beach, FL .....          | 20,061    |
| Arkansas City, KS .....        | 11,963  | Calgary, Canada .....         | 878,866 | Davenport, IA .....            | 98,359    |
| Arlington County, VA .....     | 189,453 | Cambridge, MA .....           | 101,355 | Davidson, NC .....             | 7,139     |
| Arlington County, VA .....     | 189,453 | Canandaigua, NY .....         | 11,264  | Daviess County, KY .....       | 91,545    |
| Arvada, CO .....               | 102,153 | Cape Coral, FL .....          | 102,286 | Daytona Beach, FL .....        | 64,112    |
| Asheville, NC .....            | 68,889  | Carlsbad, CA .....            | 78,247  | Decatur, GA .....              | 18,147    |
| Aspen, CO .....                | 5,914   | Carson City, NV .....         | 52,457  | DeKalb, IL .....               | 39,018    |
| Auburn, AL .....               | 42,987  | Cartersville, GA .....        | 15,925  | Del Mar, CA .....              | 4,389     |
| Auburn, WA .....               | 40,314  | Carver County, MN .....       | 70,205  | Delaware, OH .....             | 25,243    |
| Aurora, CO .....               | 276,393 | Cary, NC .....                | 94,536  | Delhi Township, MI .....       | 22,569    |
| Austin, TX .....               | 656,562 | Cary, NC .....                | 94,536  | Delray Beach, FL .....         | 60,020    |
| Avondale, AZ .....             | 35,883  | Castle Rock, CO .....         | 20,224  | Denver (City and County),      |           |
| Barnstable, MA .....           | 47,821  | Cedar Creek, NE .....         | 396     | CO .....                       | 554,636   |
| Batavia, IL .....              | 23,866  | Cedar Falls, IA .....         | 36,145  | Des Moines, IA .....           | 198,682   |
| Battle Creek, MI .....         | 53,364  | Centralia, IL .....           | 14,136  | Destin, FL .....               | 11,119    |
| Beekman, NY .....              | 11,452  | Chandler, AZ .....            | 176,581 | Dewey-Humboldt, AZ .....       | 6,295     |
| Belleair Beach, FL .....       | 1,751   | Chanhassen, MN .....          | 20,321  | District of Saanich, Victoria, |           |
| Bellevue, WA .....             | 109,569 | Chanute, KS .....             | 9,411   | Canada .....                   | 103,654   |
| Bellflower, CA .....           | 72,878  | Charlotte County, FL .....    | 141,627 | Douglas County, CO .....       | 175,766   |
| Bellingham, WA .....           | 67,171  | Charlotte, NC .....           | 540,828 | Dover, DE .....                | 32,135    |
| Benbrook, TX .....             | 20,208  | Chesapeake, VA .....          | 199,184 | Dover, NH .....                | 26,884    |
| Bend, OR .....                 | 52,029  | Chesterfield County, VA ..... | 259,903 | Dublin, CA .....               | 29,973    |
| Benicia, CA .....              | 26,865  | Cheyenne, WY .....            | 53,011  | Dublin, OH .....               | 31,392    |
| Bettendorf, IA .....           | 31,275  | Chittenden County, VT .....   | 146,571 | Duncanville, TX .....          | 36,081    |
| Blacksburg, VA .....           | 39,357  | Chula Vista, CA .....         | 173,556 | Durango, CO .....              | 13,922    |
| Bloomfield, NM .....           | 6,417   | Claremont, CA .....           | 33,998  | Durham, NC .....               | 187,038   |
| Blue Ash, OH .....             | 12,513  | Clark County, WA .....        | 345,238 | Duval County, FL .....         | 778,879   |
| Blue Earth, MN .....           | 3,621   | Clearwater, FL .....          | 108,787 | Eagle County, CO .....         | 41,659    |
| Blue Springs, MO .....         | 48,080  | Cococino County, AZ .....     | 116,320 | East Providence, RI .....      | 48,688    |
| Boise, ID .....                | 185,787 | College Park, MD .....        | 24,657  | Eau Claire, WI .....           | 61,704    |
| Bonita Springs, FL .....       | 32,797  | Collier County, FL .....      | 251,377 | Edmond, OK .....               | 68,315    |
| Borough of Ebensburg, PA ..... | 3,091   | Collinsville, IL .....        | 24,707  | El Cerrito, CA .....           | 23,171    |
| Botetourt County, VA .....     | 30,496  | Colorado Springs, CO .....    | 360,890 | El Paso, TX .....              | 563,662   |
| Botetourt County, VA .....     | 30,496  | Concord, CA .....             | 121,780 | El Paso, TX .....              | 563,662   |
| Boulder County, CO .....       | 291,288 | Concord, NC .....             | 55,977  | Ellisville, MO .....           | 9,104     |
| Boulder, CO .....              | 94,673  | Cooper City, FL .....         | 27,939  | Elmhurst, IL .....             | 42,762    |
| Bowling Green, KY .....        | 49,296  | Coral Springs, FL .....       | 117,549 | Englewood, CO .....            | 31,727    |

January 2009

|                              |         |  |           |                                       |           |
|------------------------------|---------|--|-----------|---------------------------------------|-----------|
| Ephrata Borough, PA .....    | 13,213  | Irving, TX.....                        | 191,615   | Mauldin, SC.....                      | 15,224    |
| Escambia County, FL .....    | 294,410 | Jackson County, OR .....               | 181,269   | Mayer, MN.....                        | 554       |
| Eugene, OR.....              | 137,893 | James City County, VA .....            | 48,102    | McAllen, TX .....                     | 106,414   |
| Eustis, FL .....             | 15,106  | Jefferson County, CO.....              | 527,056   | Medina, MN.....                       | 4,005     |
| Evanston, IL.....            | 74,239  | Jefferson Parish, LA.....              | 455,466   | Melbourne, FL .....                   | 71,382    |
| Fairway, KS .....            | 3,952   | Joplin, MO .....                       | 45,504    | Menlo Park, CA .....                  | 30,785    |
| Farmington, NM.....          | 37,844  | Kannapolis, NC .....                   | 36,910    | Meridian Charter Township,<br>MI..... | 38,987    |
| Farmington, UT .....         | 12,081  | Kearney, NE .....                      | 27,431    | Merriam, KS.....                      | 11,008    |
| Fayetteville, AR .....       | 58,047  | Keizer, OR.....                        | 32,203    | Mesa County, CO .....                 | 116,255   |
| Federal Way, WA.....         | 83,259  | Kelowna, Canada .....                  | 96,288    | Miami Beach, FL.....                  | 87,933    |
| Fishers, IN .....            | 37,835  | Kent, WA.....                          | 79,524    | Milton, WI.....                       | 5,132     |
| Flagstaff, AZ .....          | 52,894  | Kettering, OH.....                     | 57,502    | Minneapolis, MN .....                 | 382,618   |
| Florence, AZ .....           | 17,054  | King County, WA .....                  | 1,737,034 | Mission Viejo, CA.....                | 93,102    |
| Fort Collins, CO .....       | 118,652 | Kirkland, WA.....                      | 45,054    | Mission, KS.....                      | 9,727     |
| Fort Worth, TX .....         | 534,694 | Kirkland, WA.....                      | 45,054    | Missoula, MT.....                     | 57,053    |
| Fridley, MN.....             | 27,449  | Kissimmee, FL .....                    | 47,814    | Montgomery County, MD ..              | 873,341   |
| Fruita, CO .....             | 6,478   | Kitsap County, WA .....                | 231,969   | Montrose, CO.....                     | 12,344    |
| Gainesville, FL .....        | 95,447  | Kutztown Borough, PA .....             | 5,067     | Mooreville, NC .....                  | 18,823    |
| Gaithersburg, MD .....       | 52,613  | La Mesa, CA .....                      | 54,749    | Morgan Hill, CA .....                 | 33,556    |
| Galt, CA .....               | 19,472  | La Plata, MD.....                      | 6,551     | Morgantown, WV .....                  | 26,809    |
| Gig Harbor, WA.....          | 6,465   | La Vista, NE.....                      | 11,699    | Moscow, ID.....                       | 21,291    |
| Gillette, WY .....           | 19,646  | Laguna Beach, CA .....                 | 23,727    | Mountain View, CA.....                | 70,708    |
| Golden, CO .....             | 17,159  | Lakewood, CO .....                     | 144,126   | Mountlake Terrace, WA....             | 20,362    |
| Golden, CO .....             | 17,159  | Larimer County, CO .....               | 251,494   | Munster, IN .....                     | 21,511    |
| Golden, CO .....             | 17,159  | Lawrence, KS.....                      | 80,098    | Naperville, IL.....                   | 128,358   |
| Goodyear, AZ .....           | 18,911  | Lebanon, NH.....                       | 12,568    | Nashville, TN .....                   | 545,524   |
| Grand County, CO .....       | 12,442  | Lebanon, OH .....                      | 16,962    | Needham, MA.....                      | 28,911    |
| Grand Junction, CO.....      | 41,986  | Lee's Summit, MO.....                  | 70,700    | New Orleans, LA.....                  | 484,674   |
| Grand Prairie, TX .....      | 127,427 | Lenexa, KS.....                        | 40,238    | New York City, NY.....                | 8,008,278 |
| Grandview, MO .....          | 24,881  | Lexington, VA.....                     | 6,867     | Newport Beach, CA.....                | 70,032    |
| Greenville, SC.....          | 10,468  | Lincolnwood, IL .....                  | 12,359    | Newport News, VA .....                | 180,150   |
| Greenwood Village, CO...     | 11,035  | Livermore, CA .....                    | 73,345    | Newport, RI.....                      | 26,475    |
| Gresham, OR .....            | 90,205  | Lodi, CA.....                          | 56,999    | Normal, IL .....                      | 45,386    |
| Gulf Shores, AL .....        | 5,044   | Lone Tree, CO.....                     | 4,873     | North Branch, MN.....                 | 8,023     |
| Gurnee, IL .....             | 28,834  | Long Beach, CA.....                    | 461,522   | North Las Vegas, NV .....             | 115,488   |
| Hanover County, VA .....     | 86,320  | Longmont, CO.....                      | 71,093    | North Palm Beach, FL.....             | 12,064    |
| Hartford, CT .....           | 121,578 | Louisville, CO .....                   | 18,937    | North Port, FL.....                   | 22,797    |
| Henderson, NV .....          | 175,381 | Loveland, CO .....                     | 50,608    | North Vancouver, Canada...            | 44,303    |
| Henderson, NV .....          | 175,381 | Lower Providence Township,<br>PA ..... | 22,390    | Northampton County, VA ...            | 13,093    |
| High Point, NC.....          | 85,839  | Lyme, NH.....                          | 1,679     | Northglenn, CO.....                   | 31,575    |
| Highland Park, IL.....       | 31,365  | Lynchburg, VA .....                    | 65,269    | Novi, MI.....                         | 47,386    |
| Highlands Ranch, CO.....     | 70,931  | Lynnwood, WA .....                     | 33,847    | O'Fallon, IL .....                    | 21,910    |
| Hillsborough County, FL..    | 998,948 | Lynwood, CA .....                      | 69,845    | O'Fallon, MO .....                    | 46,169    |
| Honolulu, HI.....            | 876,156 | Manchester, CT .....                   | 54,740    | Oak Park, IL.....                     | 52,524    |
| Hopewell, VA .....           | 22,354  | Mankato, MN .....                      | 32,427    | Oak Ridge, TN.....                    | 27,387    |
| Hoquiam, WA.....             | 9,097   | Maple Grove, MN .....                  | 50,365    | Oakland Park, FL .....                | 30,966    |
| Hot Sulphur Springs, CO..... | 521     | Maplewood, MN .....                    | 34,947    | Oakland Township, MI.....             | 13,071    |
| Hudson, NC .....             | 3,078   | Marana, AZ .....                       | 13,556    | Oakville, Canada .....                | 144,738   |
| Hudson, OH .....             | 22,439  | Marion, IA .....                       | 7,144     | Ocean City, MD .....                  | 7,173     |
| Hurst, TX.....               | 36,273  | Marshfield, WI.....                    | 18,800    | Ocean Shores, WA .....                | 3,836     |
| Hutchinson, MN .....         | 13,080  | Maryland Heights, MO.....              | 25,756    | Oklahoma City, OK.....                | 506,132   |
| Hutto, TX .....              | 1,250   | Maryville, MO.....                     | 10,581    | Olathe, KS .....                      | 92,962    |
| Independence, MO .....       | 113,288 | Maui, HI.....                          | 128,094   | Oldsmar, FL.....                      | 11,910    |
| Indianola, IA.....           | 12,998  |  |           |                                       |           |

January 2009

|                                    |           |                              |         |                                 |         |
|------------------------------------|-----------|------------------------------|---------|---------------------------------|---------|
| Olmsted County, MN.....            | 124,277   | Salina, KS .....             | 45,679  | Tempe, AZ .....                 | 158,625 |
| Olympia, WA.....                   | 42,514    | San Francisco, CA.....       | 776,733 | Teton County, WY.....           | 18,251  |
| Orange Village, OH .....           | 3,236     | San Marcos, TX.....          | 34,733  | The Colony, TX .....            | 26,531  |
| Orleans Parish, LA.....            | 484,674   | San Marcos, TX.....          | 34,733  | Thornton, CO .....              | 82,384  |
| Ottawa County, MI.....             | 238,314   | San Rafael, CA.....          | 56,063  | Thunder Bay, Canada .....       | 109,016 |
| Overland Park, KS .....            | 149,080   | San Ramon, CA .....          | 44,722  | Titusville, FL .....            | 40,670  |
| Oviedo, FL .....                   | 26,316    | Sandusky, OH .....           | 27,844  | Tomball, TX.....                | 9,089   |
| Ozaukee County, WI.....            | 82,317    | Sanford, FL .....            | 38,291  | Troy, MI .....                  | 80,959  |
| Palatine, IL .....                 | 65,479    | Santa Barbara County, CA...  | 399,347 | Tuskegee, AL .....              | 11,846  |
| Palm Bay, FL .....                 | 79,413    | Santa Monica, CA.....        | 84,084  | Upper Merion Township,          |         |
| Palm Beach County, FL... 1,131,184 |           | Sarasota, FL .....           | 52,715  | PA .....                        | 28,863  |
| Palm Beach Gardens, FL... 35,058   |           | Sault Sainte Marie, MI ..... | 16,542  | Urbandale, IA .....             | 29,072  |
| Palm Beach, FL.....                | 10,468    | Scott County, MN.....        | 89,498  | Vail, CO .....                  | 4,531   |
| Palm Coast, FL.....                | 32,732    | Scottsdale, AZ .....         | 202,705 | Valdez, AK .....                | 4,036   |
| Palo Alto, CA .....                | 58,598    | Sedona, AZ.....              | 10,192  | Vancouver, WA.....              | 143,560 |
| Palo Alto, CA .....                | 58,598    | Seminole, FL.....            | 10,890  | Village of Howard City, MI..... | 1,585   |
| Park Ridge, IL .....               | 37,775    | Sheldahl, IA.....            | 336     | Virginia Beach, VA .....        | 425,257 |
| Parker, CO .....                   | 23,558    | Shenandoah, TX .....         | 1,503   | Virginia Beach, VA .....        | 425,257 |
| Pasadena, TX.....                  | 141,674   | Sherman, IL .....            | 2,871   | Volusia County, FL .....        | 443,343 |
| Pasco, WA.....                     | 32,066    | Shorewood, IL .....          | 7,686   | Wahpeton, ND.....               | 8,586   |
| Peoria County, IL.....             | 183,433   | Shrewsbury, MA.....          | 31,640  | Walnut Creek, CA.....           | 64,296  |
| Peoria, AZ .....                   | 108,364   | Silverthorne, CO .....       | 3,196   | Walton County, FL .....         | 40,601  |
| Philadelphia, PA.....              | 1,517,550 | Sioux Falls, SD .....        | 123,975 | Washington City, UT .....       | 8,186   |
| Phoenix, AZ .....                  | 1,321,045 | Skokie, IL.....              | 63,348  | Washington County, MN....       | 201,130 |
| Pinellas County, FL.....           | 921,482   | Slater, IA.....              | 1,306   | Washoe County, NV.....          | 339,486 |
| Pitkin County, CO .....            | 14,872    | Smyrna, GA.....              | 40,999  | Waukee, IA.....                 | 5,126   |
| Plano, TX .....                    | 222,030   | Snoqualmie, WA .....         | 1,631   | Wausau, WI.....                 | 38,426  |
| Port Orange, FL .....              | 45,823    | South Daytona, FL .....      | 13,177  | West Des Moines, IA .....       | 46,403  |
| Portland, OR .....                 | 529,121   | South Haven, MI .....        | 5,021   | Westerville, OH .....           | 35,318  |
| Poway, CA .....                    | 48,044    | South Lake Tahoe, CA .....   | 23,609  | Westminster, CO .....           | 100,940 |
| Prescott Valley, AZ.....           | 25,535    | Sparks, NV .....             | 66,346  | Wethersfield, CT.....           | 26,271  |
| Prince Albert, Canada.....         | 34,291    | Spotsylvania County, VA ..   | 90,395  | Wheat Ridge, CO .....           | 32,913  |
| Prince William County,             |           | Springboro, OH.....          | 12,380  | Whitehorse, Canada .....        | 19,058  |
| VA.....                            | 280,813   | Springville, UT .....        | 20,424  | Whitehorse, Canada .....        | 19,058  |
| Prior Lake, MN.....                | 15,917    | St. Cloud, FL.....           | 20,074  | Whitewater, WI .....            | 13,437  |
| Queen Creek, AZ .....              | 4,316     | St. Cloud, MN .....          | 59,107  | Wichita, KS.....                | 344,284 |
| Rancho Cordova, CA.....            | 55,060    | St. Louis County, MN .....   | 200,528 | Williamsburg, VA .....          | 11,998  |
| Raymore, MO .....                  | 11,146    | Stafford County, VA.....     | 92,446  | Willingboro Township,           |         |
| Redding, CA.....                   | 80,865    | Starkville, MS .....         | 21,869  | NJ .....                        | 33,008  |
| Renton, WA .....                   | 50,052    | State College, PA.....       | 38,420  | Wilmington, IL .....            | 5,134   |
| Richland, WA.....                  | 38,708    | Staunton, VA .....           | 23,853  | Wilmington, NC .....            | 90,400  |
| Richmond, CA.....                  | 99,216    | Steamboat Springs, CO.....   | 9,815   | Windsor, CT .....               | 28,237  |
| Rio Rancho, NM .....               | 51,765    | Sterling, CO.....            | 11,360  | Winston-Salem, NC .....         | 185,776 |
| Riverdale, UT .....                | 7,656     | Stillwater, OK.....          | 39,065  | Winter Park, FL.....            | 24,090  |
| Riverside, IL .....                | 8,895     | Stockton, CA .....           | 243,771 | Woodbury, MN .....              | 46,463  |
| Roanoke, VA .....                  | 94,911    | Suamico, WI.....             | 8,686   | Woodridge, IL .....             | 30,934  |
| Rock Hill, SC.....                 | 49,765    | Sugar Grove, IL.....         | 3,909   | Worcester, MA .....             | 172,648 |
| Rock Hill, SC.....                 | 49,765    | Sugar Land, TX .....         | 63,328  | Yellowknife, Canada.....        | 16,541  |
| Rockville, MD .....                | 47,388    | Summit County, CO .....      | 23,548  | Yuma County, AZ .....           | 160,026 |
| Roswell, GA .....                  | 79,334    | Sunnyvale, CA.....           | 131,760 | Yuma, AZ .....                  | 77,515  |
| Round Rock, TX .....               | 61,136    | Suwanee, GA .....            | 8,725   |                                 |         |
| Rowlett, TX .....                  | 44,503    | Tacoma, WA .....             | 193,556 |                                 |         |
| Saco, ME .....                     | 16,822    | Takoma Park, MD .....        | 17,299  |                                 |         |
| Safford, AZ .....                  | 9,232     | Tallahassee, FL .....        | 150,624 |                                 |         |

## Appendix VII: Survey Materials

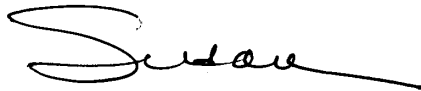
The following pages display the questionnaire and other survey materials for the 2008 Rockville Citizen Survey.



Dear City of Rockville Resident,

Your household has been selected at random to participate in an anonymous survey about the City of Rockville government services and quality of life. You will receive a copy of the survey next week in the mail along with instructions for completing and returning it. We are only mailing surveys to 2,000 households, so your response is extremely important and will assist us in improving our services for the entire city. Many thanks in advance for your help.

Sincerely,

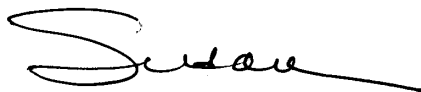


Susan R. Hoffmann  
Mayor

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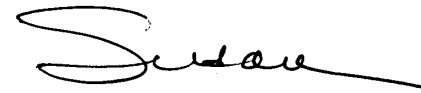
Susan R. Hoffmann  
Mayor

Dear City of Rockville Resident,

Attachment A

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Sincerely,

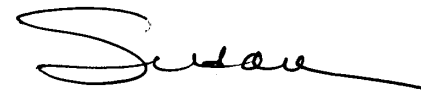


Susan R. Hoffmann  
Mayor

Dear City of Rockville Resident,

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Sincerely,



Susan R. Hoffmann  
Mayor





City of Rockville  
111 Maryland Avenue  
Rockville, Maryland  
20850-2634  
www.rockvillemd.gov

Mayor & Council  
240-314-8280  
TTY 240-314-8137  
FAX 240-314-8289

MAYOR  
Susan R. Hoffman

COUNCIL  
John Britton  
Piotr Gajewski  
Phyllis Marcuccio  
Anne M. Robbins

CITY MANAGER  
Scott Ullery

CITY CLERK  
Claire F. Funkhouser

CITY ATTORNEY  
Paul T. Glasgow

November 2008

Dear Rockville Resident:

Congratulations! You have been randomly selected to participate in the 2008 Rockville Citizen Satisfaction Survey. The City is providing you with this important opportunity to tell us what you think of our service delivery and how you view the quality of life in Rockville. Your participation in this process is very important, because only 2,000 households will be asked to complete the survey. The overall goal of this process is to use your feedback to help us further improve the high level of services that our residents have come to expect and enjoy.

With this in mind, I ask that you please take a few minutes to fill out the enclosed survey and **return it within two weeks**. Your feedback will help Rockville serve you in the best way possible.

**Please be aware that to obtain a scientifically random sample of Rockville residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. The year in which the adult was born does not matter. We are asking the person that takes the survey to spend a few minutes to complete it and return the survey in the enclosed postage-paid envelope. The survey is anonymous and all of your answers will be kept completely confidential.**

Any individuals with disabilities who would like to receive information in another form may contact the City's ADA Coordinator at 240-314-8139 (TDD 240-314-8137). If you have any questions about this survey, please contact Linda Moran, Assistant to the City Manager, at 240-314-8115.

The 2008 Citizen Survey analysis and results will be available on the City's Web site at [www.rockvillemd.gov](http://www.rockvillemd.gov) in March of 2009. Hard copies will be available for distribution at City Hall.

Please let me extend my appreciation to you for taking the time to participate in this important process and to share your input with us. Rockville is very excited about this survey, and looks forward to receiving your feedback.

Sincerely,

Susan R. Hoffmann  
Mayor

¡Encuesta Ciudadana de la Ciudad de Rockville para 2008! Por favor llame al 800-815-7412 para solicitar la encuesta en su idioma y recibir ayuda.

2008年Rockville居民調

・！請撥打888-452-

3842

獲取你的語種的問卷以及協助。

2008년도 록빌 주민 설문지가 나왔습니다! 도움이 필요하시거나 귀하의 언어로 된 설문지를 받으시려면 888-452-3843로 전화하시기 바랍니다.

Опрос жителей  
Роквилла: 2008 год!  
Пожалуйста, позвоните по телефону 800-815-7579 и закажите опросную анкету на Вашем родном языке. Вы также можете попросить о помощи с заполнением анкеты.

Bản Thăm Dò Ý Kiến  
Công Dân Rockville  
2008 ! Xin vui lòng gọi số 888-635-6436 để nhận một bản thăm dò ý kiến bằng ngôn ngữ của quý vị và được giúp đỡ.



City of Rockville  
111 Maryland Avenue  
Rockville, Maryland  
20850-2634  
www.rockvillemd.gov

Mayor & Council  
240-314-8280  
TTY 240-314-8137  
FAX 240-314-8289

MAYOR  
Susan R. Hoffman

COUNCIL  
John Britton  
Piotr Gajewski  
Phyllis Marcuccio  
Anne M. Robbins

CITY MANAGER  
Scott Ullery

CITY CLERK  
Claire F. Funkhouser

CITY ATTORNEY  
Paul T. Glasgow

November 2008

Dear Rockville Resident:

Approximately two weeks ago, you should have received a copy of the enclosed City of Rockville Citizen Satisfaction Survey. **Please disregard this notification if you have already completed the survey and returned it.** If you have not had an opportunity to complete the survey, we would appreciate it if you would do so now. The City of Rockville is providing you with this important opportunity to tell us what you think of City service delivery and how you view the quality of life in Rockville.

With this in mind, I ask that you please take a few minutes to fill out the enclosed survey and **return it within two weeks.** Your feedback will help Rockville serve you in the best way possible.

**Please be aware that to obtain a scientifically random sample of Rockville residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. The year in which the adult was born does not matter. We are asking the person that takes the survey to spend a few minutes to complete it and return the survey in the enclosed postage-paid envelope. The survey is anonymous and all of your answers will be kept completely confidential.**

Any individuals with disabilities who would like to receive information in another form may contact the City's ADA Coordinator at 240-314-8139 (TDD 240-314-8137). If you have any questions about this survey, please contact Linda Moran, Assistant to the City Manager, at 240-314-8115.

The 2008 Citizen Survey analysis and results will be available on the City's Web site at [www.rockvillemd.gov](http://www.rockvillemd.gov) in March of 2009. Hard copies will be available for distribution at City Hall.

Please let me extend my appreciation to you for taking the time to participate in this important process and to share your input with us. Rockville is very excited about this survey, and looks forward to receiving your feedback.

Sincerely,

Susan R. Hoffmann  
Mayor

¡Encuesta Ciudadana de la Ciudad de Rockville para 2008! Por favor llame al 800-815-7412 para solicitar la encuesta en su idioma y recibir ayuda.

2008年Rockville居民調

！請撥打888-452-

3842

獲取你的語種的問卷以及協助。

2008년도 특별 주민 설문지가 나왔습니다! 도움이 필요하시거나 귀하의 언어로 된 설문지를 받으시려면 888-452-3843로 전화하시기 바랍니다.

Опрос жителей Роквилла: 2008 год! Пожалуйста, позвоните по телефону 800-815-7579 и закажите опросную анкету на Вашем родном языке. Вы также можете попросить о помощи с заполнением анкеты.

Bản Thăm Dò Ý Kiến Công Dân Rockville 2008 ! Xin vui lòng gọi số 888-635-6436 để nhận một bản thăm dò ý kiến bằng ngôn ngữ của quý vị và được giúp đỡ.

# 2008 City of Rockville Citizen Survey Attachment 4

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Your responses are anonymous and will be reported in group form only. Results are tabulated by a company independent of the City. Thank you.

## Quality of Community

### 1. Please rate your quality of life in Rockville.

|   | <u>Excellent</u> | <u>Good</u> | <u>Fair</u> | <u>Poor</u> | <u>Don't know</u> |
|---|------------------|-------------|-------------|-------------|-------------------|
| a. Overall, how would you describe the quality of life in the City of Rockville?..... | 1                | 2           | 3           | 4           | 5                 |
| b. How do you rate the overall quality of your neighborhood?.....                     | 1                | 2           | 3           | 4           | 5                 |
| c. How do you rate Rockville as a place to raise children?.....                       | 1                | 2           | 3           | 4           | 5                 |
| d. How do you rate Rockville as a place to retire?.....                               | 1                | 2           | 3           | 4           | 5                 |

### 2. Please rate each of the following characteristics of Rockville.

|   | <u>Excellent</u> | <u>Good</u> | <u>Fair</u> | <u>Poor</u> | <u>Don't know</u> |
|---|------------------|-------------|-------------|-------------|-------------------|
| a. Sense of community .....   | 1                | 2           | 3           | 4           | 5                 |
| b. Overall appearance of Rockville.....   | 1                | 2           | 3           | 4           | 5                 |
| c. Opportunities to attend cultural or arts events .....                              | 1                | 2           | 3           | 4           | 5                 |
| d. Openness and acceptance of the community toward people of diverse backgrounds..... | 1                | 2           | 3           | 4           | 5                 |
| e. Access to affordable quality housing.....  | 1                | 2           | 3           | 4           | 5                 |
| f. Ease of travel in Rockville by bicycle.....  | 1                | 2           | 3           | 4           | 5                 |
| g. Ease of travel in Rockville by walking.....  | 1                | 2           | 3           | 4           | 5                 |
| h. Ease of travel in Rockville by transit.....  | 1                | 2           | 3           | 4           | 5                 |
| i. Ease of travel in Rockville by car .....   | 1                | 2           | 3           | 4           | 5                 |
| j. Quality of new residential development.....  | 1                | 2           | 3           | 4           | 5                 |
| k. Quality of new commercial development.....   | 1                | 2           | 3           | 4           | 5                 |
| l. City of Rockville drinking water quality .....                                     | 1                | 2           | 3           | 4           | 5                 |
| m. Rockville's natural environment.....   | 1                | 2           | 3           | 4           | 5                 |

### 3. How safe do you feel . . .

|  | <u>Very safe</u> | <u>Reasonably safe</u> | <u>Somewhat safe</u> | <u>Somewhat unsafe</u> | <u>Very unsafe</u> | <u>Don't know</u> |
|--|------------------|------------------------|----------------------|------------------------|--------------------|-------------------|
| a. Crossing the street in Rockville.....                             | 1                | 2                      | 3                    | 4                      | 5                  | 6                 |
| b. Walking alone in your neighborhood during the day .....           | 1                | 2                      | 3                    | 4                      | 5                  | 6                 |
| c. Walking alone in your neighborhood after dark .....               | 1                | 2                      | 3                    | 4                      | 5                  | 6                 |
| d. Walking alone in business areas in Rockville during the day ..... | 1                | 2                      | 3                    | 4                      | 5                  | 6                 |
| e. Walking alone in business areas in Rockville after dark .....     | 1                | 2                      | 3                    | 4                      | 5                  | 6                 |

### 4. In the last 12 months, about how many times have you, a family member in your home or other household member done the following things:

|  | <u>Never</u> | <u>Once or twice</u> | <u>3 to 12 times</u> | <u>13 to 26 times</u> | <u>More than 26 times</u> | <u>Don't know</u> |
|--|--------------|----------------------|----------------------|-----------------------|---------------------------|-------------------|
| a. Used a Rockville park.....  | 1            | 2                    | 3                    | 4                     | 5                         | 6                 |
| b. Used a Rockville recreation center* .....   | 1            | 2                    | 3                    | 4                     | 5                         | 6                 |
| c. Participated in a Rockville recreation program .....  | 1            | 2                    | 3                    | 4                     | 5                         | 6                 |
| d. Attended a City-sponsored special event (such as outdoor concerts in Town Center, Farmer's Market, July 4th fireworks, Science Day, Hometown Holidays, or Car Show) ..... | 1            | 2                    | 3                    | 4                     | 5                         | 6                 |

\*(Glenview Mansion, F. Scott Fitzgerald Theatre, Municipal Swim Center, RedGate Golf Course, Rockville Senior Center, Twinbrook Recreation Center, Lincoln Park Community Center, Montrose Community Center, Elwood Smith Community Center, Pumphouse, Rockcrest Ballet Center, Croydon Creek Nature Center, Rockville SK8 Park, the Rockville Climbing Gym)

## City Employees

Attachment A

5. Have you had phone, in-person or e-mail contact with a City of Rockville government employee within the last 12 months (including receptionists, inspectors, police, planners, administrators, or any others)?

☐ No → GO TO QUESTION 7    ☐ Yes

6. What was your impression of City government employees in your most recent contact?

|   | <u>Excellent</u> | <u>Good</u> | <u>Fair</u> | <u>Poor</u> | <u>Don't know</u> | <u>Not applicable</u> |
|---|------------------|-------------|-------------|-------------|-------------------|-----------------------|
| a. Knowledge .....  | 1                | 2           | 3           | 4           | 5                 | 6                     |
| b. Courtesy .....   | 1                | 2           | 3           | 4           | 5                 | 6                     |
| c. Responsiveness .....                                       | 1                | 2           | 3           | 4           | 5                 | 6                     |
| d. Follow-up (got back to you or took action if needed) ..... | 1                | 2           | 3           | 4           | 5                 | 6                     |
| e. Overall customer service .....                             | 1                | 2           | 3           | 4           | 5                 | 6                     |

## City Services

7. Please rate the quality of each of the following City of Rockville government services.

|  | <u>Excellent</u> | <u>Good</u> | <u>Fair</u> | <u>Poor</u> | <u>Don't know</u> |
|--|------------------|-------------|-------------|-------------|-------------------|
| a. Refuse collection .....   | 1                | 2           | 3           | 4           | 5                 |
| b. Recycling services .....  | 1                | 2           | 3           | 4           | 5                 |
| c. Leaf pick-up.....   | 1                | 2           | 3           | 4           | 5                 |
| d. Street repairs and maintenance .....  | 1                | 2           | 3           | 4           | 5                 |
| e. Snow and ice removal .....  | 1                | 2           | 3           | 4           | 5                 |
| f. Street sweeping.....  | 1                | 2           | 3           | 4           | 5                 |
| g. Street lighting .....   | 1                | 2           | 3           | 4           | 5                 |
| h. Street tree maintenance.....  | 1                | 2           | 3           | 4           | 5                 |
| i. Sidewalk maintenance .....  | 1                | 2           | 3           | 4           | 5                 |
| j. Residential property maintenance code enforcement (conducted by the Community Enhancement and Code Enforcement Division) .....                                  | 1                | 2           | 3           | 4           | 5                 |
| k. Commercial property maintenance code enforcement (conducted by the Community Enhancement and Code Enforcement Division) .....                                   | 1                | 2           | 3           | 4           | 5                 |
| l. Recreational programs .....   | 1                | 2           | 3           | 4           | 5                 |
| m. Recreation centers (see note on question #4 for full list).....   | 1                | 2           | 3           | 4           | 5                 |
| n. Athletic fields (such as baseball/softball, soccer or football).....  | 1                | 2           | 3           | 4           | 5                 |
| o. Playgrounds (tot lots).....   | 1                | 2           | 3           | 4           | 5                 |
| p. Range of activities available in parks and recreation centers and facilities.....   | 1                | 2           | 3           | 4           | 5                 |
| q. Safety of parks and recreation centers and facilities .....   | 1                | 2           | 3           | 4           | 5                 |
| r. City-sponsored special events (such as outdoor concerts in Town Center, Farmer's Market, July 4th fireworks, Science Day, Hometown Holidays, or Car Show) ..... | 1                | 2           | 3           | 4           | 5                 |
| s. Appearance of City parks (such as Elwood Smith, Rockcrest, Twinbrook, Israel, Mattie Stepanek and Welsh Park).....  | 1                | 2           | 3           | 4           | 5                 |
| t. Enforcement of traffic laws by Rockville Police Department.....   | 1                | 2           | 3           | 4           | 5                 |
| u. City of Rockville's water and sewer services .....  | 1                | 2           | 3           | 4           | 5                 |
| v. Environmental protection and sustainability initiatives.....  | 1                | 2           | 3           | 4           | 5                 |
| w. Rockville Senior Center programs and services .....   | 1                | 2           | 3           | 4           | 5                 |
| x. Services to youth (summer camps/playgrounds, after school programs, childcare, teen activities, swim classes, sports etc.).....                                 | 1                | 2           | 3           | 4           | 5                 |
| y. The Rockville Channel (Cable Channel 11) programming .....  | 1                | 2           | 3           | 4           | 5                 |
| z. The City of Rockville's Web site (www.rockvillemd.gov) .....  | 1                | 2           | 3           | 4           | 5                 |
| aa. Building permit process .....  | 1                | 2           | 3           | 4           | 5                 |
| bb. Crime prevention efforts.....  | 1                | 2           | 3           | 4           | 5                 |
| cc. Overall City of Rockville police services .....  | 1                | 2           | 3           | 4           | 5                 |

8. Overall, how would you rate the quality of services in Rockville? .....
- |  | <u>Excellent</u> | <u>Good</u> | <u>Fair</u> | <u>Poor</u> | <u>Don't know</u> |
|--|------------------|-------------|-------------|-------------|-------------------|
|  | 1                | 2           | 3           | 4           | 5                 |

9. Please rate to what extent you agree or disagree with each of the following statements.

Attachment A

|   | <u>Strongly agree</u> | <u>Agree</u> | <u>Neither agree nor disagree</u> | <u>Disagree</u> | <u>Strongly disagree</u> | <u>Don't know</u> |
|---|-----------------------|--------------|-----------------------------------|-----------------|--------------------------|-------------------|
| a. I receive good value for the City of Rockville government taxes I pay .....                  | 1                     | 2            | 3                                 | 4               | 5                        | 6                 |
| b. I am pleased with the overall direction that the City of Rockville government is taking..... | 1                     | 2            | 3                                 | 4               | 5                        | 6                 |
| c. The City of Rockville government welcomes citizen involvement .....                          | 1                     | 2            | 3                                 | 4               | 5                        | 6                 |
| d. The City of Rockville budgeting process is open and understandable to residents .....        | 1                     | 2            | 3                                 | 4               | 5                        | 6                 |

## Communications Outreach

10. In the last 12 months, about how many times, if ever, have you done the following?

|   | <u>Never</u> | <u>Less than once a month</u> | <u>1 to 3 times a month</u> | <u>Once a week or more</u> | <u>Don't know</u> |
|---|--------------|-------------------------------|-----------------------------|----------------------------|-------------------|
| a. Visited the City of Rockville's Web site (www.rockvillemd.gov) ...   | 1            | 2                             | 3                           | 4                          | 5                 |
| b. Watched a Rockville Mayor & Council meeting and/or other programming on The Rockville Channel (Cable Channel 11 or Video On Demand)..... | 1            | 2                             | 3                           | 4                          | 5                 |

11. How much information do you get about the Rockville City government from each of the following sources?

|  | <u>Most</u> | <u>A lot</u> | <u>Some</u> | <u>None</u> |
|--|-------------|--------------|-------------|-------------|
| a. <i>Rockville Reports</i> (the City's monthly newsletter).....   | 1           | 2            | 3           | 4           |
| b. The Rockville Channel (Cable Channel 11 or Video On Demand) .....   | 1           | 2            | 3           | 4           |
| c. City of Rockville's Web site (www.rockvillemd.gov).....   | 1           | 2            | 3           | 4           |
| d. The Recreation Guide (the publication produced by the City of Rockville's Recreation and Parks Department)..... | 1           | 2            | 3           | 4           |
| e. Special mailings from the City of Rockville.....  | 1           | 2            | 3           | 4           |
| f. Postcards from the City of Rockville regarding nearby development .....   | 1           | 2            | 3           | 4           |
| g. <i>The Rockville Gazette</i> .....  | 1           | 2            | 3           | 4           |
| h. <i>The Washington Post</i> .....  | 1           | 2            | 3           | 4           |
| i. Network television .....  | 1           | 2            | 3           | 4           |
| j. A civic association/homeowner association newsletter or listserve.....  | 1           | 2            | 3           | 4           |
| k. Word-of-mouth.....  | 1           | 2            | 3           | 4           |

12. Below are two types of information you can receive from the City of Rockville. Please indicate which single method of communication you prefer to receive information about each of the following. (Please select only one response for each function or activity.)

|   | <u>The City Web site</u> | <u>Email</u> | <u>Rockville Reports</u> | <u>The Rockville Channel</u> | <u>Mail</u> | <u>Public meetings</u> | <u>Don't know</u> |
|---|--------------------------|--------------|--------------------------|------------------------------|-------------|------------------------|-------------------|
| a. News about events and activities in the city ..... | 1                        | 2            | 3                        | 4                            | 5           | 6                      | 7                 |
| b. Rockville government news.....                     | 1                        | 2            | 3                        | 4                            | 5           | 6                      | 7                 |

13. When thinking about the amount of information you receive about each of the City of Rockville government functions or activities listed below, do you feel you receive more than enough information, enough information or not enough information?

|  | More than<br><u>enough</u> | <u>Enough</u> | Not<br><u>enough</u> |
|--|----------------------------|---------------|----------------------|
| a. Mayor and Council actions .....   | 1                          | 2             | 3                    |
| b. Environmental initiatives.....  | 1                          | 2             | 3                    |
| c. Special events (such as outdoor concerts in Town Center, Farmer's Market,<br>July 4th fireworks, Science Day, Hometown Holidays, or Car Show) ..... | 1                          | 2             | 3                    |
| d. Recreation and Park activities .....  | 1                          | 2             | 3                    |
| e. Activities in my neighborhood .....   | 1                          | 2             | 3                    |
| f. Arts and cultural events.....   | 1                          | 2             | 3                    |
| g. Land use planning & development .....   | 1                          | 2             | 3                    |
| h. Construction projects .....   | 1                          | 2             | 3                    |
| i. Opportunities to participate in public process.....   | 1                          | 2             | 3                    |
| j. Boards and Commissions .....  | 1                          | 2             | 3                    |
| k. Historic District designations .....  | 1                          | 2             | 3                    |
| l. Volunteer opportunities .....   | 1                          | 2             | 3                    |
| m. City of Rockville budget information .....  | 1                          | 2             | 3                    |

## Life in Rockville

14. What one thing do you like most about living in Rockville? (Please check only one response.)

- |  |                                   |  |                                  |
|--|-----------------------------------|--|----------------------------------|
| <input type="checkbox"/> People        | <input type="checkbox"/> Size     | <input type="checkbox"/> Parks                 | <input type="checkbox"/> Schools |
| <input type="checkbox"/> Neighborhoods | <input type="checkbox"/> Location | <input type="checkbox"/> Culture/entertainment | <input type="checkbox"/> Other   |
| <input type="checkbox"/> Shopping      | <input type="checkbox"/> History  | <input type="checkbox"/> Jobs                  |                                  |

15. How likely or unlikely are you to do the following:

|   | <u>Very<br/>likely</u> | <u>Somewhat<br/>likely</u> | <u>Somewhat<br/>unlikely</u> | <u>Very<br/>unlikely</u> | <u>Don't<br/>know</u> |
|---|------------------------|----------------------------|------------------------------|--------------------------|-----------------------|
| a. Recommend living in Rockville to a friend, family member or colleague ....                   | 1                      | 2                          | 3                            | 4                        | 5                     |
| b. Recommend visiting Rockville to a friend or colleague who does not<br>live in Rockville..... | 1                      | 2                          | 3                            | 4                        | 5                     |

16. Many people do not vote in the local elections for Mayor and City Council. Please indicate the extent to which you agree or disagree that each of following reasons may be why people choose not to vote in local elections.

|   | <u>Strongly<br/>agree</u> | <u>Agree</u> | <u>Neither agree<br/>nor disagree</u> | <u>Disagree</u> | <u>Strongly<br/>disagree</u> | <u>Don't<br/>know</u> |
|---|---------------------------|--------------|---------------------------------------|-----------------|------------------------------|-----------------------|
| a. Too busy/no time.....  | 1                         | 2            | 3                                     | 4               | 5                            | 6                     |
| b. Just don't care about local politics.....                      | 1                         | 2            | 3                                     | 4               | 5                            | 6                     |
| c. Don't have enough information about the candidates/issues..... | 1                         | 2            | 3                                     | 4               | 5                            | 6                     |
| d. Don't have a way to get to the polls .....                     | 1                         | 2            | 3                                     | 4               | 5                            | 6                     |
| e. Don't know whom to vote for .....                              | 1                         | 2            | 3                                     | 4               | 5                            | 6                     |
| f. Feel their opinions don't matter .....                         | 1                         | 2            | 3                                     | 4               | 5                            | 6                     |
| g. Intimidated/overwhelmed by the process.....                    | 1                         | 2            | 3                                     | 4               | 5                            | 6                     |
| h. Local elections are not held with general elections.....       | 1                         | 2            | 3                                     | 4               | 5                            | 6                     |

17. Do you have any additional comments or suggestions that you would like to make regarding the City of Rockville and/or the city government's services and performance?

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## About You and Your Household

Attachment A

These last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

18. How many years have you lived in Rockville?

\_\_\_\_\_ years

19. What best describes your home? Is it a . . .

- ☐ One family house detached from any other houses
- ☐ A duplex or townhouse
- ☐ A building with three or more apartments or condominiums
- ☐ Other

20. Do you rent or own your home?

- ☐ rent
- ☐ own

21. Do you have access to the Internet at home, work or school?

- ☐ No → GO TO QUESTION 23
- ☐ Yes → GO TO QUESTION 22

22. Do you have Internet access through each of the following?

- |                                      | <u>No</u>                | <u>Yes</u>               |
|--------------------------------------|--------------------------|--------------------------|
| a. Dial-up access.....               | <input type="checkbox"/> | <input type="checkbox"/> |
| b. Broadband (DSL, cable modem)..... | <input type="checkbox"/> | <input type="checkbox"/> |
| c. Cell phone/PDA access .....       | <input type="checkbox"/> | <input type="checkbox"/> |

23. Does your household subscribe to one of the following television services?

- |                                  | <u>No</u>                | <u>Yes</u>               |
|----------------------------------|--------------------------|--------------------------|
| a. Cable television service..... | <input type="checkbox"/> | <input type="checkbox"/> |
| b. Satellite service .....       | <input type="checkbox"/> | <input type="checkbox"/> |

24. Do you or other household members use a bike for:

- |   | <u>No</u>                | <u>Yes</u>               |
|---|--------------------------|--------------------------|
| a. recreation or exercise .....                 | <input type="checkbox"/> | <input type="checkbox"/> |
| b. commuting to school.....                     | <input type="checkbox"/> | <input type="checkbox"/> |
| c. commuting to work .....                      | <input type="checkbox"/> | <input type="checkbox"/> |
| d. transportation for other kinds of trips..... | <input type="checkbox"/> | <input type="checkbox"/> |

25. Are you Spanish/Hispanic/Latino?

- ☐ No
- ☐ Yes

26. What is your race? (Please check all that apply.)

- ☐ American Indian or Alaskan native
- ☐ Asian or Pacific Islander
- ☐ Black or African American
- ☐ White/Caucasian
- ☐ Other

27. Do you speak a language other than English at home?

- ☐ No, English only → GO TO QUESTION 29
- ☐ Yes → which language?
  - ☐ Persian
  - ☐ Spanish
  - ☐ Vietnamese
  - ☐ Chinese
  - ☐ Korean
  - ☐ Russian
  - ☐ Other

28. How well do you speak English?

- ☐ very well
- ☐ well
- ☐ not well
- ☐ not at all

29. What is your sex?

- ☐ male
- ☐ female

30. In which category is your age?

- ☐ 18-24 years
- ☐ 25-34 years
- ☐ 35-44 years
- ☐ 45-54 years
- ☐ 55-64 years
- ☐ 65-74 years
- ☐ 75 years or older

31. What was your household's total annual income in 2007?

- ☐ less than \$25,000
- ☐ \$25,000 - \$49,999
- ☐ \$50,000 - \$99,999
- ☐ \$100,000 - \$199,999
- ☐ \$200,000 or more

32. Do any children 12 or under live in your household? No Yes

- ☐
- ☐

33. Do any teenagers aged between 13 and 17 live in your household? No Yes

- ☐
- ☐

34. Are you or any other members of your household aged 65 or older? No Yes

- ☐
- ☐

35. Did you vote in the November 2007 Mayor and Council election?

- ☐ No
- ☐ Yes
- ☐ Ineligible to vote
- ☐ Don't know

Thank you very much for completing this survey. Your opinions and feedback are appreciated.

Please return this survey in the enclosed postage-paid envelope to:

City of Rockville  
111 Maryland Avenue  
Rockville, MD 20850

Dear Rockville Resident,

Just a reminder – if you have not yet completed the 2008 Rockville Citizen Satisfaction Survey, please do so.

If you have already returned the questionnaire, you do not need to do anything. If you still have NOT returned the questionnaire, please take a few moments to find the survey, answer the questions, and mail it as soon as possible using the enclosed postage-paid envelope. If you have misplaced the survey, and need another copy, please call Linda Moran at 240-314-8115 and she will mail another to you.

Thank you very much!

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[Attachment A](#)

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